

1.913  
C3S086  
1951

# *Proceedings*

# **SOUTHERN EXTENSION MARKETING CONFERENCE**

**Birmingham, Alabama  
Thomas Jefferson Hotel  
November 5-9, 1951**

U. S. DEPARTMENT OF AGRICULTURE  
Extension Service  
Division of Agricultural Economics  
Washington, 25, D. C.  
9 (1-52)



UNITED STATES  
DEPARTMENT OF AGRICULTURE  
LIBRARY



BOOK NUMBER 1.913  
C3S086  
1951

819279

FORWARD

The Southern Extension Marketing Conference was recommended by the Extension Marketing Committee and approved by the Extension Committee on Organization and Policy. The Southern directors authorized the conference at their meeting in the spring of 1951 and appointed W. S. Brown, Associate Director of Georgia, to serve as director-advisor.

In July 1951 Director Brown appointed a committee of four State marketing specialists to work in cooperation with the Division of Agricultural Economics of the Federal Extension Service in planning and developing the program. In considering the program the committee gave major emphasis to extension methods of doing educational work on marketing and further developing and expanding work with buyers, processors, handlers, retailers, and consumers.

## Program Committee:

A. W. Jones, Alabama  
L. E. Farmer, Georgia  
A. L. Jerdan, Tennessee  
Walter Tuten, South Carolina  
L. R. Paramore, Extension Service, USDA



## TABLE OF CONTENTS

	<u>Page</u>
<u>Program and Organization</u>	
Conference Program .....	1
Persons Attending .....	6
Working Committees .....	7
<u>Current Extension Marketing Programs</u>	
Alabama .....	8
Arkansas .....	14
Florida .....	15
Georgia .....	16
Mississippi .....	21
North Carolina .....	22
Oklahoma .....	23
South Carolina .....	24
Tennessee .....	27
Texas .....	29
Virginia .....	33
Puerto Rico .....	38
<u>Conference Addresses</u>	
Trends in Marketing Educational Work	
H. M. Dixon, Extension Service, USDA .....	41
Marketing Challenges Extension	
L. A. Bevan, Director of Extension, New Hampshire .....	48
The Marketing Educational Job With Producers	
B. G. Hall, Alabama Council of Farmer Cooperatives .....	54
How We Are Doing the Job With Producers in North Carolina	
Charles W. Williams, Extension Economist .....	58
Marketing Education For Buyers, Processors, Storage Operators, Distributors and Transportation Agencies	
William C. Crow, Director	
Marketing and Facilities Research Branch, PMA, USDA .....	60
Problems and Needs for Educational Work With Retailers of Agricultural Products	
V. L. Browner, Vice President,	
National Association of Retail Grocers .....	66
What Extension is Doing in Retailer Education	
R. S. Beck, Extension Service, USDA .....	68
Retailer Education in Alabama	
Austin Ezzell, Extension Service, Alabama .....	71
Extension's Opportunity in a New Field	
Miriam J. Kelley, Field Agent in Marketing, Kentucky .....	73
What We Are Doing In Marketing Education For Consumers	
E. A. Johnson, Extension Service, USDA .....	76
The Consumer Marketing Job in Action	
Loa Davis, Extension Service, USDA .....	77

The Consumer Marketing Job in Action	
Dorothy Overbey, Consumer Education Specialist, Alabama .	78
The Consumer Marketing Job in Action	
Mrs. Judith Ramirez, Consumer Education Specialist,	
Puerto Rico .....	78
Extension Organization and Training For A Broadening	
Marketing Educational Program	
Dr. H. B. James, Head, Department of Agricultural	
Economics, North Carolina State College .....	80
The Importance of Disseminating The Results of Marketing	
Research	
Barnard Joy, Assistant to the Administrator,	
Agricultural Research Administration, USDA .....	88
Adapting and Applying Research in Our Marketing Work	
A. W. Jacob, Extension Economist in Marketing, Oklahoma .	92
Using Research in Marketing Programs in Arkansas	
Ben P. Clift, Jr., Extension Economist .....	96
Basic Extension Methods	
Loa Davis, Consumer Education Specialist .....	98
Methods That Work in Marketing Fruits and Vegetables in	
North Carolina	
George Abshier .....	100
Poultry and Egg Marketing in Alabama	
John P. Weeks .....	103
Methods of Doing Educational Work With Vegetable Proces-	
sors in Arkansas	
Roy E. Lambert .....	106
How The Job is Done in Virginia (Livestock Marketing)	
M. L. Dalton .....	107
The Youth Program on Cooperatives in Oklahoma	
A. W. Jacob, Extension Economist in Marketing,	
Oklahoma A & M College .....	108
Extension Work in Marketing in Tennessee	
A. L. Jerdan, Extension Economist in Marketing .....	111

Workshop Reports

Livestock .....	115
Poultry and Poultry Products .....	118
Fruits and Vegetables .....	124
Field Crops .....	129
Dairy .....	136
Summary of Conference	
Clifford Alston .....	141

U. S. Dept. Agr.  
Extension Service

-1-

SOUTHERN EXTENSION MARKETING CONFERENCE

THOMAS JEFFERSON HOTEL  
BIRMINGHAM, ALABAMA

November 5-9, 1951

PROGRAM

Monday, November 5, 1951

Chairman: A. W. Jones, Extension Marketing Specialist,  
Alabama

8:00 a.m. - Registration

8:45 a.m. - Opening Remarks - Chairman

Welcome - Hugh P. Bigler, Birmingham Chamber of Commerce

9:10 a.m. - Trends in Marketing Educational Work  
H. M. Dixon, Extension Service, USDA

9:30 a.m. - Opportunities and Responsibilities of Extension  
for Marketing Education  
L. A. Bevan, Director of Extension, New Hampshire

10:00 a.m. - Discussion

10:15 a.m. - Recess

10:30 a.m. - Summary Reports on Marketing Programs by States

12:00 noon - Lunch

Monday Afternoon

Chairman: H. M. Dixon, Extension Service, USDA

1:30 p.m. - The Marketing Educational Job With Producers  
B. G. Hall, President, Alabama Council of Farmer  
Cooperatives

2:00 p.m. - How We Are Doing The Job With Producers  
S. W. Box, Extension Leader in Marketing, Mississippi  
Charles W. Williams, Extension Marketing Specialist,  
North Carolina

2:30 p.m. - Discussion - The Marketing Educational Job  
With Producers

2:45 p.m. - Workshop Organization and Assignment of Working Groups  
L. R. Paramore, Extension Service, USDA

3:00 p.m. - Workshop Meetings - The Marketing Educational Job With Producers\*

1. Fruits and Vegetables - Chairman, L. E. Farmer, Georgia
2. Livestock - Chairman, M. L. Dalton, Virginia
3. Dairy Products - Chairman, Ben Clift, Arkansas
4. Poultry and Eggs - Chairman, W. A. Tuten, South Carolina
5. Field Crops - Chairman, A. W. Jacob, Oklahoma

5:00 p.m. - Adjourn

Tuesday, November 6, 1951

Chairman: H. M. Love, Head, Department of Agricultural Economics  
Virginia Polytechnic Institute

8:30 a.m. - Marketing Education for Buyers, Processors, Storage Operators, Distributors, and Transportation Agencies  
W. C. Crow, Director, Marketing Facilities and Research Branch, Production and Marketing Administration, USDA

9:00 a.m. - Discussion Leader - H. G. Hamilton, Head, Department of Agricultural Economics, University of Florida

10:00 a.m. - Workshop Meetings - The Marketing Educational Job With Buyers, Processors, Storage Operators, Distributors, and Transportation Agencies

12:00 noon - Lunch

Tuesday Afternoon

Chairman: L. E. Farmer, Extension Service, Georgia

1:30 p.m. - Problems and Needs for Educational Work With Retailers of Agricultural Products  
V. L. Browner, Vice President, National Association of Retail Grocers

2:30 p.m. - What Extension is Doing in Retailer Education  
R. S. Beck, Extension Service, USDA  
Austin Ezell, Extension Service, Alabama

3:00 p.m. - Workshop Meetings - Extension Education for Retailers

5:00 p.m. - Adjourn

\* Workshop Chairman will serve throughout the conference.

Tuesday Evening

Chairman: E. A. Johnson, Extension Service, USDA

7:30 p.m. - Marketing Education for the Consumer

Extension's Opportunity in a New Field

Mrs. Miriam J. Kelley, Extension Marketing Specialist,  
Kentucky

8:00 p.m. - Panel Discussion - The Consumer Marketing Job in Action

Loa Davis, Extension Service, USDA

Dorothy Overbey, Consumer Education Specialist,  
Alabama

Judith Ramirez, Consumer Education Specialist,  
Puerto Rico

9:00 p.m. - Adjourn

Wednesday, November 7, 1951

9:00 a.m. - Workshop Meetings - Consumer Marketing Education

12:00 noon - Lunch

Wednesday Afternoon

Chairman: L. R. Paramore, Extension Service, USDA

1:00 p.m. - Extension Organization and Training for a Broadening  
Marketing Educational Program

H. B. James, Head, Department of Agricultural  
Economics

North Carolina State College

1:30 p.m. - Group Discussion

2:00 p.m. - Progress Report of Workshop Groups

2:30 p.m. - Workshop Meetings - Organization and Training for  
Broadening Marketing Education

5:30 p.m. - Adjourn

Thursday, November 8, 1951

Chairman: A. L. Jerdan, Extension Marketing Specialist,  
Tennessee

8:30 a.m. - Importance of Getting the Results of Marketing  
Research to The People

Barnard D. Joy, Assistant to Administrator  
Agricultural Research Administrator,  
USDA

9:00 a.m. - Panel Discussion - Adapting and Applying Research  
in Extension Marketing Programs  
A. W. Jacob, Extension Economist in Marketing,  
Oklahoma  
Ben P. Clift, Jr., Extension Marketing Specialist,  
Arkansas

9:30 a.m. - Group Discussion

10:00 a.m. - Workshop Meetings - Using Marketing Research in  
Extension Programs

12:00 noon - Lunch

Thursday Afternoon

Chairman: H. B. James, Head,  
Department of Agricultural Economics  
North Carolina State College

1:30 p.m. - Methods of Doing Marketing Educational Work

1. Basic Extension Methods  
Loa Davis, Extension Service, USDA

2. The Methods We Use  
M. L. Dalton, Marketing Livestock in Virginia  
John P. Weeks, Poultry and Eggs in Alabama  
George Abshier, Fruits and Vegetables in  
North Carolina  
Roy E. Lambert, Vegetable Processors in Arkansas

3:15 p.m. - Recess

3:30 p.m. - Workshop Meetings - Extension Methods of Doing  
Marketing Educational Work

5:00 p.m. - Adjourn

Thursday Evening

Chairman: M. C. Jaynes - Extension Marketing  
Specialist, Texas

7:00 p.m. - The Educational Job With Farmers' Cooperatives  
H. B. Caldwell, Secretary, Cooperative Council,  
North Carolina

7:45 p.m. - State Extension Educational Programs With Farmers'  
Cooperatives  
A. L. Jerdan, Extension Marketing Specialist, Tennessee  
A. W. Jacob, Extension Marketing Specialist, Oklahoma

8:30 p.m. - Group Discussion

9:00 p.m. - Adjourn

Friday, November 9, 1951

8:30 a.m. - Workshop Meetings - Completion of Discussions and Reports

12:00 noon - Lunch

Friday Afternoon

Chairman: E. C. McReynolds, Associate Director of Extension, Tennessee

1:00 p.m. - Workshop Reports and Recommendations

1. Fruits and Vegetables
2. Field Crops
3. Livestock
4. Dairy Products
5. Poultry and Eggs

3:00 p.m. - Summary of Conference

Clifford Alston, Member,  
RMA Extension Marketing Committee, Arkansas

3:30 p.m. - Adjourn

SOUTHERN EXTENSION MARKETING CONFERENCE

Birmingham, Alabama  
November 5-9, 1951

ATTENDANCE

Alabama

A. W. Jones  
Austin Ezzell  
Ralph Jones  
John Bagby  
Dorothy Overbey  
J. P. Weeks

Oklahoma

A. W. Jacob  
Hubert Lasater  
C. L. Clymer  
Jack Pendleton

Arkansas

Ben P. Clift  
Roy E. Lambert

Florida

H. G. Hamilton

Georgia

L. E. Farmer  
J. F. Mauldin

Kentucky

Mrs. Miriam Kelley

Mississippi

S. W. Box  
E. D. Martindale  
J. S. McKewen  
Woodrow Jones

North Carolina

George Abshier  
Charles W. Williams  
John M. Curtis  
H. B. James

New Hampshire

L. A. Bevan

American Institute of Cooperation

Clifford Alston

Walter A. Tuten

Tennessee

E. C. McReynolds  
A. L. Jerdan  
A. W. Woodard

Texas

M. C. Jaynes  
F. Z. Beanblossom  
J. F. Rosborough  
R. E. Burleson

Virginia

H. M. Love  
M. L. Dalton  
A. T. Lassiter  
Ben Morgan, Jr.

Puerto Rico

Judith Ramirez  
Livio Lefebre - Alvarado

Washington, D. C.

H. M. Dixon  
L. R. Paramore  
Luke M. Schruben  
E. A. Johnson  
Roy S. Beck  
Max K. Hinds  
W. C. Crow  
Barnard Joy  
Miss Loa Davis  
Miss Jane Steffey

WORKSHOP COMMITTEES

Fruit and Vegetable Group

L. E. Farmer, Chairman	Georgia
A. W. Woodard	Tennessee
John Bagby	Alabama
J. F. Rosborough	Texas
Judith Ramirez	Puerto Rico
Roy E. Lambert	Arkansas
Austin Ezzell	Alabama
George Abshier	North Carolina
Woodrow Jones	Mississippi
Livio Lefebvre Alvarado	Puerto Rico
Roy S. Beck	Extension, USDA
Loa Davis	Extension, USDA

Field Crops Group

A. W. Jacob, Chairman	Oklahoma
C. L. Clymer	Oklahoma
Ralph R. Jones	Alabama
John M. Curtis	North Carolina
E. C. McReynolds	Tennessee
L. R. Paramore	Extension, USDA

Livestock Group

M. L. Dalton, Chairman	Virginia
J. S. McKeven	Mississippi
A. T. Lassiter	Virginia
H. G. Hamilton	Florida
Luke M. Schruben	Extension, USDA

Dairy Group

Ben Clift, Chairman	Arkansas
M. C. Jaynes	Texas
R. E. Burleson	Texas
F. D. Martindale	Mississippi
J. E. Pendleton	Oklahoma
Ben Morgan, Jr.	Virginia
Max Hinds	Extension, USDA
Dorothy Overbey	Alabama

Poultry and Egg Group

Walter A. Tuten, Chairman	South Carolina
F. Z. Beanblossom	Texas
A. L. Jerdan	Tennessee
Hubert Lasater	Oklahoma
Charles W. Williams	North Carolina
J. F. Mauldin	Georgia
H. M. Love	Virginia
Mrs. Miriam Kelley	Kentucky
E. A. Johnson	Extension, USDA

## EXTENSION MARKETING ACTIVITIES IN ALABAMA

In Extension work on marketing in Alabama we are trying to provide as much of the needed educational assistance as we can to producers, marketing channels between producers and consumers, and to consumers. There is a growing realization and acceptance of Extension responsibility in each of these three areas.

We have full-time specialists on our staff for seed marketing, distributive education, and consumer education. We also have specialists who do both production and marketing work on fruits and vegetables, livestock and poultry. One marketing specialist works with others on the staff in planning needed marketing activities on commodities for which we do not have marketing specialists. This specialist also gives attention to cooperative marketing, market grades and standards, market news, seasonal marketing problems preparation of and assistance with Extension-RMA projects.

The Extension engineer and specialist on farm buildings gives assistance as needed in the development of plans for marketing facilities. Extension marketing specialists made wide use of circulars, pamphlets, bulletins, charts, slides, pictures, physical specimens, market tours, demonstrations, and livestock shows and sales as teaching methods.

Each year in December suggestions are prepared by all specialists and forwarded to county extension workers for their use in developing plans of work for the next year. These suggestions include all of the activities that the specialists believe should be considered by the county extension workers.

Since we do not have full-time marketing specialists working on field crops, livestock and dairying, the production specialists in each of these fields devote considerable time in their Plans of Work to marketing activities, much of it in cooperation with the marketing section. Principal marketing work of this kind includes:

1. 4-H club projects on sale and slaughter of market animals.
2. 4-H club shows and sales of cows, calves, and breeding animals.
3. Improvement in type and finish of market hogs and beef cattle.
4. Information on changes in market grades of hogs.
5. Improving the seasonal pattern of livestock marketing.
6. Work with the more than 80 livestock auction markets in improving marketing services, operating efficiency, and analysis of costs and charges.
7. Assist in establishing new livestock and dairy markets as needed.
8. Arranging the holding of purebred sales.
9. Assisting producers in locating and purchasing needed minerals and feed supplements.
10. Acquainting county workers with changes in grades of market animals together with what these changes mean to producers and marketing adjustments needed as a result of these changes.

11. Pointing out the market demand for increased production of certain products.
12. Information to and from county extension workers as to supply situation, and opportunities for expanded sales of products as needed.
13. Work with committees of dairy producers in developing information relating to milk production costs and needed adjustments for prices in grade A milk (this information is discussed by the county and extension workers with producers and presented to the State Milk Control Board for consideration in price policies.)
14. 4-H club projects in selling milk and expanding these projects into larger dairy operations.
15. Work with dairy markets on problems of production, supply and expanding sales of all dairy products. In cooperation with Alabama Dairy Products group dairy educational displays were made at the State Fair, (with six 4-H dairy maids representing all areas of the state acting as hostesses).
16. Cooperating with State and national officials of ADA in promoting expanded use of milk and dairy products.
17. Preparation of information to county workers as to market prices, government support prices, and premiums and discounts for cotton, peanuts, corn, cottonseed and other products.
18. Preparation of informational material on market grades and standards of field crops.

#### MARKETING SEED CROPS

This project was started in January of 1948. From the beginning, activities under the project have centered largely around certified seed marketing demonstrations. This course has been followed because of the need of an organized group through which to work and because the experience of others indicated that certification was the most expedient method of identification, increasing, and making available larger supplies of new and improved varieties of crop seeds.

From the beginning this project has been carried out, in the main, on the county level through county extension programs of work. Prior to 1948 Alabama farmers were almost wholly dependent upon other areas for good seed of adopted varieties. In 1948, 212 certified seed marketing demonstrations were carried out by 119 farmers, involving 11,000 acres. This year, 580 certified seed marketing demonstrations were conducted. These projects, incorporating the use of new or superior crop varieties, better processing, better packing, and proper labeling, involved 35,101 acres of various seed crops.

These figures reveal the progress in the production and marketing of better crop seed for Alabama. They further indicate progress in an appreciation for and the use of superior seed in Alabama. This is enabling our farmers to realize higher crop yields and larger net farm income.

## FRUIT AND VEGETABLE MARKETING

The fruit and vegetable marketing work in Alabama was begun in April 1944. One supecialist was assigned full time to this program until August 1, 1949. Since that time his duties have been divided between production and marketing in Commercial Horticulture.

The program in Alabama has been in the main divided into two phases -

1. Production of better quality products.
2. Better preparation for market.

The first phase involved such things as the production of the best varieties and types to meet market demands, reduction of the number of culls produced and thinning to produce larger fruit. The second phase is concerned with better handling, grading, packaging and labeling. In addition some work has been done on market news, distribution and selling.

The farm program in Alabama is based on areas of production. Following this pattern the fruit and vegetable marketing work has been confined to those areas which are best adapted to the production of these products.

The work is carried on with farmers, farm organizations and private businesses engaged in marketing fruits and vegetables. The importance of marketing good quality products, properly packaged and meeting the demands of consumers are stressed at every opportunity. Demonstrations in proper methods of harvesting, grading and packing have been held in the principle producing areas. A movie "From Farm to Kitchen With a Market Basket," has been made by the Alabama Extension Service for use in promoting the marketing program. Numerous Kodachrome slides have been used effectively to teach better grading and packing. Assistance has been rendered in organizing seven farm cooperatives for marketing fruits and vegetables.

Considerable progress has been made in improvement in grade and quality of products marketed. Outstanding accomplishments have been:

1. More mature early Irish potatoes shipped.
2. Better handling methods to reduce mechanical damage to Irish potatoes.
3. Wider use of vine cuttings for the main crop of sweetpotatoes.
4. Production of less from improper handling of sweetpotatoes.
5. More uniform maturity of tomatoes harvested.
6. Improved grading of tomatoes.
7. Improved packaging of such products as snap beans, squash, field peas and okra.
8. The use of improved type package for marketing tomatoes.

## POULTRY AND EGG MARKETING

Three egg marketing projects are operating in Alabama that are unusual for this state. One of the projects was started in Shelby County in the Spring of 1950. At this time, the county agent, recognizing the lack of a reliable market for eggs and the need for the income from an egg production program, contacted an egg dealer in Birmingham who was interested in buying high quality eggs on a volume basis. Following this a conference was held with the county Extension workers, the egg dealer, and the poultry Extension marketing specialist. A program was planned which was designed to overcome the major problems in egg production and marketing in Shelby County.

This program included the following:

1. All flocks would contain over 300 birds.
2. The hens would be fed and managed in a uniform manner and eggs would be properly cared for.
3. Adequate supervision would be provided for the growers by the dealer.
4. Eggs would be picked up at the farm by the dealer and would be paid for on a graded basis.
5. All flocks would be completely replaced with pullets each year.
6. Farmers who were unable to finance the growing of their pullets would be provided adequate credit by the dealers.

Following this conference -

1. A county-wide meeting was held to explain the program to those interested in producing eggs.
2. A service man was then hired by the dealer to spend full time in the county.
3. Community meetings were held throughout the county by the Extension workers with the service man present.
4. Individual contracts were made by the service man with those people who expressed an interest at the meeting.
5. A service station was established in the county to supply feed and supplies and, later, handle eggs.

In 1950, approximately 35 thousand hens were started under this program. A premium is being paid for the eggs. The eggs are packed in special attractive cartons designating them as Shelby County eggs. The program has operated through a complete production year. The growers made good profits and the number of birds in the project has doubled in 1951.

Proof of the success of the program is that new growers are coming into the project and practically all growers in the program are increasing the size of their flocks.

These eggs are being readily accepted by the trade at premium prices, with the supply far short of demand.

### Marshall County Program

A program similar to the Shelby project is now operating in Marshall County. It is being carried out by the North Alabama Poultry Cooperative at Albertville. This project was put through the blue print and development stage by the county Extension workers, the Extension Specialist, and the Co-op in the Summer and Fall of 1950. The procedure was about the same as used in Shelby.

The first pullets were put in houses in January, 1951. The differences in this program and the Shelby County project are that -

1. The minimum number of hens acceptable was 500--this number set as a result of observations from the Shelby County project.
2. The farmers were financed in growing their pullets by local feed dealers.
3. They were assisted in building houses by local banks.
4. They were supervised directly by a service man employed by the Co-op.

About 40 thousand pullets were placed with new growers in the Spring of 1951. At the present time, eggs are being handled from about 80 thousand birds. About 40 thousand of these are with growers who were already producing eggs on a small scale and increased their flocks as a result of the new marketing program. These growers had previously been selling their eggs to hucksters. Although the program has been in operation only a short time, it is showing every evidence of success, growers are making money, and are planning to increase their flocks. New growers are making plans to enter the project.

### Blount County Project

The project in Blount County was started as a result of the work of an assistant county agent working in this county. He worked with growers individually getting them to establish flocks of 500 or more hens on their farms. These eggs were trucked to Birmingham in pick-up trucks by the grower because no satisfactory local market was available. This work was continued and expanded by the demonstration and individual contact method and, at the present time, there are 50 pick-ups leaving Blount County each week going to Birmingham carrying eggs from 100 thousand hens. These eggs are marketed chiefly through stores, hotels, restaurants, etc., although a great number of them are delivered directly to the consumer. Some egg routes have developed out of this area, with one trucker delivering the eggs from several farms. The project has been successful as proved by the increasing size of flocks and the increase in the number of growers.

### EXTENSION DISTRIBUTOR MARKETING PROJECT

1. Organization: This project is designed to provide educational materials for use of the entire distributive group in food marketing with especial emphasis on the retailing phase of it.

One full-time specialist is employed to work from the state headquarters in assisting county agents with planning and conducting schools for retail produce dealers, and other work with wholesalers, transportation agencies, etc.

2. Methods: Through contacts with county agents and their local distributors, schools for retail merchants who handle fresh fruits and vegetables are planned and conducted. They are one-day sessions for each group that attends and deal with best methods of handling, preparing for display, displaying, merchandising, and keeping records in retail produce departments. The schools, although designed primarily for the benefit of retailers, are related to local food production and distribution problems in as many ways as possible. Follow-up material in the form of monthly news letters, etc. will be prepared and county agents will call on the merchants as time permits.
3. Results: With only a few months' experience in the project, very little can be reported as to results. Perhaps the most important result apparent at this time is the very enthusiastic response to the schools both by retailers who are attending and the distributors who assist county agents as sponsors of the schools. One or more wholesale distributors in every area contacted as yet are very cooperative in providing needed supplies for the schools.

#### CONSUMER EDUCATION

The Consumer Education in Marketing work began in February 1949 with offices in Jefferson County. The project was set up to promote better marketing practices among consumers in the highly populated area located around Birmingham. More than a million of the three million people in Alabama live in this trade area. This is where a majority of the agricultural products in Alabama are sold and seemed a logical place to start such a project. For more than two years the work was carried on here by the Consumer Education Specialist by holding demonstrations on wise buying with consumer groups, by three regular radio programs and by a bi-monthly news letter and other minor ways.

In the spring of 1951, it was thought by those in authority that it was wise to move the office to the State Headquarters for Extension Work in Auburn. This meant a ceasing in the work in one concentrated area and work would be done in the counties where Extension Workers felt a need for this information in their programs. Since that time, training meetings have been held for club leaders in 17 counties. The leaders passed on to their club members information on wise buymanship through demonstrations on Selection and Care of Food and related subjects in Consumer Education in Food Marketing.

### SUMMARY OF ARKANSAS EXTENSION MARKETING PROGRAM

In Arkansas the major phases of work that are being emphasized in the field of marketing are as follows:

1. Commodity marketing
  - a. Fruits and vegetables
  - b. Dairy products
  - c. Poultry and eggs
  - d. Grain
2. Cooperative marketing and purchasing

Marketing specialists assigned to the various commodities or phases of work are:

Fruits, vegetables and grain - Clay R. Moore

Livestock, dairy and agricultural cooperatives - Ben P. Clift, Jr.

Canning crops - Roy E. Lambert

Poultry and eggs - Lowell T. Lankford (on leave)

A very intensive marketing program has been projected in the past three years concerning fruit and truck crops of commercial importance. This work has consisted chiefly of:

1. Analyzing local marketing situations
2. Recommending improved marketing practices
3. Assisting with education meetings and demonstrations
4. Disseminating outlook and other seasonal information

An example of the results of this marketing work is the use of Federal-State inspection prior to sale in most of the large fruit and vegetable markets in the State. Inspection in Arkansas has been practiced since 1948. The use of inspection on peaches, strawberries and tomatoes has had a very beneficial effect on marketing of Arkansas fruit and truck crops. All work has been carried out through county Extension agents, working principally with producers and first handlers. Very real progress has been observed as a result of this marketing work.

In dairy marketing, producers are furnished outlook and price information; milk bargaining associations are assisted with their problems; quality improvement of all dairy products is being encouraged; and efforts are being made to get a better distribution of available milk supplies.

During the past three years a major portion of the work with agricultural cooperatives has been directed toward making existing cooperatives more efficient and in conducting an effective membership and employee educational program. Clifford Alston has directed most of the work on cooperatives. At this time, he is on leave of absence from the Arkansas Extension Service and is with the American Institute of Cooperation.

An R. M. A. project, designed to improve the marketing of canning crops, has been included in the Extension marketing program for the past three years. This project has to do with demonstrating and measuring the economic effects of canners purchasing raw products from growers on the basis of U. S. grades. Special emphasis has been given to improving the quality of the raw and canned products and promoting better relationships between canners and growers.

Some research work at canning plants was conducted at the outset to determine the quality of raw products being received and the quality of the canned products. Very favorable results are being realized from this research and educational program with canners and growers.

Two other R. M. A. projects have been in operation in Arkansas, but have been discontinued due to personnel shifts. One of these projects was on poultry and eggs and the other on livestock. The projects consisted of gathering information, making studies, and giving demonstrations on improved marketing practices. The projects were getting well underway and progress was being made when they were discontinued.

In addition to the regular marketing work, Arkansas is included in a regional consumer education project for the urban area of Kansas City, Missouri. Production and Marketing specialists have cooperated with this project in the exchange of information regarding Arkansas agricultural products that pass through the Kansas City market.

+ FLORIDA EXTENSION MARKETING PROGRAM \*

by  
H. G. Hamilton

We have  $1\frac{1}{2}$  men devoted to work in marketing. Some of our research people are on marketing occasionally. First, we do work with co-operatives but we do not try to sell co-ops except as a means of doing business, getting the job done. We do considerable work in acquainting people with some of the things which make for success or failure. Recently a large co-op came to Gainesville with its board of directors in connection with citrus concentrate pricing. This organization's activities center around bargaining. At the beginning of the season, the concentrate market has great difficulty in getting started at the proper price level. Our economists, both research and extension, work with them in making available all data having a bearing on price.

Second, we have a number of marketing programs in the State. We have the oldest citrus marketing agreement program. Extension men meet with the administrative committees of these programs and confer with respect to grade and size regulations. Work is also done with groups considering marketing programs. These proposed programs we look at with a magnifying glass to see if they will accomplish the job.

In connection with agreement programs, the Florida citrus industry, through the Florida Citrus Commission, carries on a good merchandising program throughout the country. We do not get into markets but we do work with the men who do the work in the markets. They recently had a week's schooling in Florida and our marketing specialist worked with them in trying to give them some of the angles producers have with respect to marketing and some of the problems encountered in the marketing process at the country point.

We also do some work with the watermelon people with respect to loading cars, treating melons to prevent decay, etc.

Also, we have a number of commodity institutes which run a week each year. One day of the week is devoted to marketing.

On dairying, we are called on for considerable cost data. We have a State milk control board which fixes milk prices. We meet with dairy groups on an educational basis, informing them as to what changes have taken place in cost of production of milk since the price was last fixed. But we do not advise as to where the price should be fixed.

We have work also with the vegetable committees, particularly in the field of outlook.

Mr. Rosenberger's work with retail stores consists of conducting a school on how to handle produce in a way to reduce spoilage, inventorying, price policies, and efficiency in handling. He works with both chain and independent stores. This is proving quite interesting and attracts considerable attention. There is a tremendous turn-over in produce people which is a dark spot in the work. Also, he finds the retailers have a tendency to slip into the old ways of doing things. He sometimes wonders if his program is correct. The question in his mind is if I am right why do some people go back to the old way of doing the job?

#### EXTENSION PROGRAM IN THE FIELD OF MARKETING IN GEORGIA

by  
L. E. Farmer  
J. F. Mauldin

At the present time, the marketing personnel in our state is composed of four Extension Marketing Specialists and one Analyst.

Mr. C. G. Garner has as his responsibility tobacco, peanuts, pecans, livestock and cooperatives. Mr. L. E. Farmer, fruits and vegetables and miscellaneous marketing. Mr. W. C. Carter, sweetpotatoes and miscellaneous marketing. Mr. J. F. Mauldin handles the R. M. A. poultry and poultry products project. Mr. A. F. Darden is the Extension Analyst, who works mainly with the cooperatives and other groups assisting them in developing record systems, analyzing records, etc. Until September 15, Mr. C. J. Bryant was employed as Marketing Specialist and handled the R. M. A. project in cotton identification and marketing.

### Field Crops

In this field, Marketing Specialists have worked mainly with cotton, tobacco, peanuts and grain.

The main work in cotton has been with one variety communities in helping to work out plans so that cotton might be passed on to spinners in large enough lots so that they might be able to take advantage of grade and staple improvement from one variety communities. Also along with this has been the work done by Mr. Bryant through the cotton identification project. Some very interesting developments have come about through this work in that mills are now sending buyers direct to these communities to purchase cotton.

### Tobacco

The main work with tobacco has been the tobacco grading schools in both the flue cured and burley tobacco counties. This work covers all of the important tobacco producing counties, and is carried on in cooperation with the tobacco section of P.M.A.

### Peanuts

Most of the work done with peanuts has been through the G.F.A. and other groups and assisting farmers in doing a better job in marketing their peanut crops.

### Livestock

A great deal of work has been done in this field in cooperation with the Farm Bureau and Research Institutions in planning a livestock marketing program for the state. It is hoped that out of this planning will come a sound and efficient program for livestock. In addition to this:

#### Beef Cattle

- (a) Assist with grading demonstrations at show sales of hogs and cattle.
- (b) Help plan show sales marketing.
- (c) Help plan marketing short course at Tifton A.B.A.C. College.

#### Dairy

- (a) Have assisted in either organizing or in developing the organization of 22 dairy cooperatives in Georgia of which 17 are still cooperatives, 3 are operating, but as private corporations and 2 ceased to operate.
- (b) Helped organize the Georgia Association of Dairy Coops, which at first was purely educational and meets 6 times annually. Now it is the overhead purchasing agent for the 17 cooperatives and also their educational agency.

Miscellaneous

Extension Marketing Personnel assisted to:

- (a) Draw up and get installed a pecan marketing agreement.
- (b) Organize G.F.A. peanut association as a stabilization association. Are now trying to help get it out from under Government control.
- (c) Made a statistical study and tabulated areas in greatest need of grain marketing assistance, especially elevators. One cooperative elevator has been built and plans are complete for another.
- (d) Organize the Georgia Cooperative Council which is now very active in assisting Georgia cooperatives.

Poultry and Poultry Products

Georgia is now second in the production of broilers for marketing in the United States. This project developed in our North Georgia area mainly through the influence of feed dealers and hatcherymen. In the beginning the main production came about on small farms using mainly farm family labor. At the present time there is a definite trend in this industry to larger production units.

Extension Marketing personnel are working with these producers and handlers in helping to develop better practices in the handling and distribution of these broilers. There is a definite need for more facts and information for developing this program. At the present time, research workers, Extension Production Specialists and Poultry Department personnel at the College and Extension Marketing personnel are working together on a program which we feel will be greatly beneficial to this industry.

Turkeys in the state are quite a sizeable industry and Extension Marketing Specialists are working with turkey producers in the development of a marketing plan for their products.

Georgia is a deficit egg producing state. Annually Georgia imports \$25,000,000 worth of eggs. In 1949 an R.M.A. egg marketing project was established. The objective of this project was to furnish information and educational assistance to producers, handlers, and consumers in the development of quality egg marketing program for North East Georgia. This project was set up to cover a 20 county area, centered around Athens, Georgia. However, the work in this area has had definite effect on the marketing of eggs throughout the state.

During the past year, approximately 84 producers have marketed 6,358 cases of eggs through this project. Extension Poultry Production Specialists have cooperated with this project and these 84 producers have been influenced to develop a definite program to follow in the production and marketing of top quality eggs. From the marketing standpoint, these producers were given information on the proper handling of their eggs so as to get them to the receiving station at least twice a week and handled in such a way

that they would be of top quality. At the receiving station these eggs are checked for internal quality, properly sized and packaged before being sent on through the marketing channels. As a result of this program, these producers in this 20 county area produced and marketed 6,358 cases of eggs, of which 86 percent were Grade A quality.

Other than the producers who have marketed eggs through this marketing project, groups of producers, County Agents, Vocational teachers, business groups and others have visited the egg marketing center and have been given first hand information as to the production and marketing of quality eggs.

Feed dealers in cooperation with the project have been instrumental in assisting producers in getting better baby chicks, securing their flocks and helping with financing. One feed dealer alone has been instrumental in placing 32,000 quality pullets in the 20 county area.

#### Sweet Potato Marketing

Georgia is a large producer of sweet potatoes for market. The acreage in the state has ranged from 50 to 75,000 over a long period of years. It is a crop that is produced throughout the state and has furnished some cash income to a large percent of our farm people. The program in this field is as follows:

##### I. Present Marketing Program

- (a) Marketing practices at harvest.
  - 1. County Agent training
  - 2. Farmer meetings
- (b) Training farmers in proper grading and packaging by schools and demonstrations.
  - 1. Field grading
  - 2. Grading for market
- (c) Training county agents at grading and packing schools.
- (d) Cooperate with State Department of Entomology in their Certification Program as seed stock is an important market.
- (e) Cooperate with Georgia Crop Improvement Association in their Sweet Potato Certification Program.
- (f) Work with canneries that can sweet potatoes.
- (g) Work with sweet potato dehydration plants.
- (h) Curing and Storage.
  - 1. Individual work with growers
  - 2. County agents
  - 3. Group meetings
- (i) Cooperate with Experiment Stations in their program by carrying the latest information to the field and by making suggestions to them as to fields of needed research.

- (j) Work with organized groups that have purchased mechanical washing, waxing, and grading equipment.
- (k) 4-H Demonstration Project. (Club member can give demonstration on any phase of production or marketing.)
- (l) State 4-H Sweet Potato Show. (This is entirely a marketing project intended to teach grading and packing and then selling by grades.)

II. Recommendations for Extension Sweet Potato Marketing Program for 1951-52.

- (a) Strengthen program on grading and packing by getting more growers to use grading equipment.
- (b) More work with canneries since this is becoming a major market outlet.
- (c) Encourage more storage facilities, particularly farm type houses.

Fruits and Vegetables

This is an important industry in our state which brings in some 30 million dollars cash income to Georgia producers annually. The main work in this field has been with producers in an effort to develop a better understanding of such practices as harvesting at the proper stages of maturity, careful handling, grading, packaging, and selling. To accomplish this, 12 one day training schools in as many counties with more than 2,000 producers in attendance were held this Spring. A number of other schools and short courses have been held at which time buyers and handlers as well as producers were present.

A great deal of work has been done in connection with establishing and improving marketing facilities through which these products may be assembled, prepared and distributed in the state. We have some 20 odd State Farmers Markets and 15 private and Cooperative Farmers Markets. The demonstrations and training schools were held in counties where these facilities were located.

The Marketing Specialists have worked closely with the production specialists in both vegetables and fruits. The major portion of the time the Marketing Specialists and Production Specialists cooperated in planning these training schools and short courses with both taking part on programs.

The Marketing Specialists worked closely with leading producers and others in developing a peach marketing agreement program for our peach industry. This has been in operation for several years and we feel has been very successful. We are now working toward a development of a watermelon marketing agreement which we hope will be in operation for our next watermelon season.

EXTENSION MARKETING PROGRAM IN MISSISSIPPI

by

S. W. Box

Extension Marketing in Mississippi has operated as a separate and distinct Department since 1944.

We have projects and marketing specialists covering the following fields:

Fruits and Vegetables  
Dairy and Dairy Products  
Livestock (including beef cattle, hogs, and sheep)  
Poultry and Poultry Products  
Home Marketing and Consumer Education  
Small Grain and Field Seed

In addition to these projects, the Extension Marketing Department is responsible for most of the work in carrying out the provisions of the State Market Act which was enacted to assist farmers in developing storage, processing and marketing facilities on all farm commodities produced in Mississippi other than cotton and cotton seed products. Some 40 projects developed under this program and over \$6,000,000 worth of farm commodities were marketed through these facilities last year.

The Extension Marketing Department is also closely tied in with the Mississippi Market's Board which controls the wholesale products market in Jackson, and the Extension Market Specialists in Livestock, Poultry, Fruits and Vegetables are officed in the Administration Building of the market. The Market News Service and Federal State Inspection Service are also officed on the same floor with the Extension Marketing Specialists. Consequently, we have an exceptionally close working relationship with these two agencies.

Extension Marketing is carried on by the Extension Marketing Specialists through a close contact with Production Specialists and Marketing Research people at Mississippi State College.

Marketing has been set up in Mississippi since 1934. We have home markets, consumer education, field seed, and grain, livestock.

We have 10 people on the State level doing extension marketing work.

Briefly, in addition to the cooperative organization and private groups, we have the State marketing commission to assist farmers in providing market facilities for all products except cotton and cotton seed. Also there is the State Market Board which has the market at Jackson.

EXTENSION MARKETING PROGRAM IN NORTH CAROLINA

by

John M. Curtis

Extension activity in North Carolina, until recent years, has followed the same general pattern as in other Southern States. Stated positively, this means that Extension activities geared specifically for improvements in marketing are of tender years compared with our Farm Management work. We have therefore concentrated on building a base - a structural framework of operation - rather than on assuming a structure and leaping immediately into the field of marketing practices.

This structural approach, best for our new and rapidly developing Extension Marketing work, is essentially a facilities approach. For example, we are not too much interested in grain grading as a phase of our activity. We are extremely interested, however, in guiding and assisting the establishment of properly placed grain marketing facilities, correctly designed in both capacity and operation to fit the present and foreseeable future grain marketing needs in an area of our state. The same principle is applied in our approach to the marketing of other products whether poultry, eggs, fruits, vegetables, or cotton.

In practice we follow three basic steps in our structural approach. As marketing stresses and strains develop we move in and give assistance. Our first move is to make as exhaustive a survey of the problem as is possible. We call this survey the "Extension Informal Study," for that describes it exactly. We want facts for guidance; and time, money, and personnel will not allow a survey of the more formal Experiment Station variety. Full utilization is made of secondary data, results of research, conferences with county agents, talks with farmers, and discussions with any other persons or agencies capable of providing information.

Step two consists of an analysis of the information collected in step one and the preparation of alternative courses of action. We provide facts, suggest the consequences of alternative courses of action, and furnish guidance. The actual selection of a solution, based on all available information, remains a function of the people on the scene. Local conditions, we have found, often change somewhat the color of acquired facts.

Once a decision has been made, we move into our follow-up phase. A decision is useless without action, and in marketing programs, unguided action is often worse than no action. In other words, our guidance and assistance continue; they do diminish, however, in concentration as the local experience grows. Then, we move into the marketing practices sphere as needs for the work develop. Our primary concern, at present, must continue to embrace the structural approach.

Our staff now utilizes this approach in all of our marketing work. At present we are giving major attention to marketing problems in cotton, poultry and eggs, fruits and vegetables, and grains, and to assisting farmer cooperatives. Extension Marketing Specialists are assigned in each of these fields. Due to personnel shortage, only minor attention can be given to milk and livestock marketing. A close working relationship with researchers active in these fields, however, enables us to do a much more effective job than might otherwise be possible.

The specialists are trying to work on the phases which will contribute to adjustment of the State's agriculture. Another way of looking at it is that they are finding and helping break bottlenecks to making agriculture more prosperous, more stable, and more efficient in North Carolina.

Perhaps I should add one thing to the above. Even though these statements blueprint our over-all program, we also include the detailed routine marketing procedures which are so necessary in our field. We enter into projects with production groups when such projects are related directly with marketing. A certain amount of time and effort is always used in the marketing practices field, for such activity is sometimes necessary before the structural emphasis can be applied. Finally, of course, our Department takes part in conferences, meetings, and routine affairs in which marketing is discussed.

This, in brief, then, is our Extension Marketing Program.

EXTENSION MARKETING PROGRAM IN OKLAHOMA ✕

BY  
A. W. Jacob

The program in Oklahoma involves the educational work needed in the marketing of 31 farm products having a market value of about 600 million dollars. Nine specialists are employed.

The over-all job is to secure maximum participation in the educational program in the counties so that more producers, handlers and consumers will be assisted. In 58 counties marketing committees of these 3 groups have been set up by the local people to assist the county extension staff. These committees are supplied with the bi-monthly publications, "Current Farm Economics", and "Farm Business Facts", from Oklahoma A & M College. These committees assist the agent in (1) determining the major problems, (2) in carrying out the program agreed upon, and (3) in evaluating the results.

State-wide industry committees are the goal for each major commodity in 1952. State-wide committees are now active for wheat, cotton, livestock, and poultry and eggs.

The Oklahoma extension service is assisting in the hard red winter wheat regional project, as well as the Kansas City, Missouri, consumer education project.

Commodity and consumer education projects and a few of the high priority activities are:

1. Poultry and eggs: (a) improving the quality; (b) increase the facilities for broiler marketing; (c) demonstration of broiler and turkey retailing about 30 cities, 1951.
2. Grain: (a) hold grain grading schools; (b) reduce spoilage in grain by encouraging programs to reduce moisture in stored grain; (c) planting high milling varieties of wheat; (d) increasing the storage facilities at local and terminal markets.
3. Livestock: (a) 4-H Club farm to market; (b) feeder calf sales.
4. Dairy: (a) improving the quality of manufacturing milk; (b) advantage of marketing Grade A milk; (c) improve the efficiency of cooperative milk associations; (d) assemblying, pricing and consumption data on fluid milk at terminal markets in the state.
5. Cotton: (a) farm storage of cotton; (b) machine harvesting demonstrations; (c) gin adjustments to meet machine harvesting without loss of quality of ginned cotton.
6. Forestry: consumer education on naturally durable and treated fence posts. Grading of lumber with small saw mills. Marketing methods with producers of raw timber products.
7. Consumer education: (a) instruction on buymanship to rural and urban leaders; (b) television show on WKY-TV several times during the year.

EXTENSION MARKETING PROGRAM IN SOUTH CAROLINA

by  
W. A. Tuten

In making this report I should like to divide it into two parts. First, I would like to report on our RMA projects. Later on, I will discuss our regular extension marketing activities.

Our extension marketing work in South Carolina has been greatly broadened during the past two years. Some of this broadening is a result of our using some RMA marketing projects. When the Research and Marketing Act was passed, we requested 7 projects, 6 of which were approved. During the past year, 5 of the 6 were being carried on at the same time. They were as follows: poultry and poultry products, livestock, market information, market facilities, and visual aids. We also requested a project on dairy marketing; it was approved; however, we were never able to get it underway because we could not find a qualified man at the salary scale.

Each one of these projects was given close supervision from the State office and, in carrying on these projects, we had the co-operation of the press and radio.

In carrying on the poultry and egg project, the specialist in charge devoted the majority of his time to working with processors and handlers. However, some time was given to all other segments of the marketing channel, between and including producers and consumers. The purpose of this project was to improve the processing, handling, and merchandising of poultry and poultry products. In so doing, we called in city, county, and State health departments, as well as a representative from the Pure Food and Drug Administration. We feel as though definite progress has been made and our accomplishments have been many.

The purpose of our livestock project was practically the same as for poultry and poultry products except that the leader of this project devoted more time to producers and handlers. In carrying on this project we encouraged producers to sell their animals on a carcass grade basis whereby efficient producers and handlers would be rewarded for their efforts.

The project on market facilities in our opinion has been most worth while. As a result of this project, we have made a number of surveys and have 4 new markets completed, two for fruits and vegetables, one for watermelons, and one for pecans. Other studies and surveys are being made at this time to determine the need if any for new or additional market facilities at other points over the State.

The marketing information project was, by far, the most popular and widely used. It reached more people and more groups of people than perhaps the other 4 projects, and from an economic standpoint, it was more valuable than any of the others. Our mailing list grew from less than 300 in the beginning to over 2,000 when the project was discontinued. We were forced to discontinue this project as of June 30, 1951, due to lack of appropriation. However, we have had so many requests for the renewal of this project that efforts are now being made to get a direct appropriation from the State legislature to carry on this work.

Last but not least is our visual aid project. The specialist in charge of this project worked very closely with each of the other project leaders. Pictures were taken and slides made of practically all fruits and vegetable produce in the State and all poultry and poultry products, livestock market facilities, etc. In each instance, two pictures were made, one of a good product, one of a poor product, one of the right way of doing a job, the other of the wrong way, and so on. We feel that this project has been very valuable to us and this information most desirable. Most of these pictures are applicable to and can be used by any segment of the marketing channel.

Now I would like to report on our regular extension marketing work. We feel like many of our marketing problems begin at the production level and that is where we start a lot of our marketing work. It is our belief that in most cases if the desired varieties, size, quality, etc., product is produced in sufficient volume to make it an economical operation for the producer, most of our marketing problems are eliminated at the beginning.

In this work we go across the board and cover all farm products but the two products which we feel we have accomplished most with are sweet potatoes and white potatoes.

Concerning sweet potatoes, I would like to say in the beginning that Tom Cole, whom many of you know, is and has been for many years looked upon as the sweet potato king of South Carolina; there is no doubt that he is the "Daddy" of this industry in our State. At this point I wish to say that Tom was supposed to attend this conference and make this report, but unfortunately he underwent a major operation recently and is still confined to the hospital.

When Tom entered extension marketing work in South Carolina he saw the poor quality of sweet potatoes being produced and the extremely sorry way in which they were being handled. He realized that in order for us to stay in business some improvements had to be made. After making a thorough study of the situation he first recommended an assistant in importing a carload of new improved stock from Louisiana. The next step was to recommend and begin to preach proper soil selection, fertilizer, and improved cultural, harvesting, grading, and packing practices. He is still preaching the same sermon, and it has paid off many times. As a result, many sweet potato producers in South Carolina can and do compete with producers from any other State, including Louisiana.

In regard to white potatoes, just 7 years ago we were selling approximately one-third of our total production to the Government on the price support program and at the same time California was shipping car after car into South Carolina. We realized that something had to be done in order to stay in the potato business. We made a complete study of the situation and concluded that it would be necessary to wash our potatoes prior to shipping, which we began doing. We immediately ran into trouble. We found that our potatoes would not carry, and therefore were arriving in Eastern markets in bad condition. We went to work on this problem and soon found out that the chief variety which we were growing did not lend itself to a successful washing operation. We were able to find another variety which was suitable and incidentally it was a high yielder and matured earlier. Now we have washing and drying machines and practically all potatoes are washed, dried, graded, and packed comparable to those in California or any other State. Since 1946 we have used the price support program very little and that was in a few instances to move some of our size B potatoes.

DOING THE EDUCATIONAL JOB ON COOPERATIVES IN TENNESSEE  
by  
A. L. Jerdan

Mr. Chairman, Ladies and Gentlemen: I feel that our Chairman, my good friend, M. C. Jaynes, from the little State of Texas, should be discussing this topic tonight instead of me as he is doubtless better qualified. Having not had an opportunity to prepare for discussing the topic of extension educational program with farmer cooperatives prior to this conference, I went up to my room, after our committee adjourned this afternoon, and spent a few minutes thinking over what I might say to you on this topic, and made a brief outline in order that I might not ramble too widely.

When I came down in the lobby on my way to supper, I bumped into my good friend, L. E. Farmer, from Georgia, and we walked over to the cafeteria for dinner. I had thought I would eat lightly in order that I might do a better job of talking to you tonight, but you know this man, Farmer, is a good feeder and when we started down that food line and he began to pile the food on his tray, I weakened and loaded up my tray also.

Then I was reminded of an incident which happened down in the hills where I grew up as a farm boy. The Baptist and Methodist churches of that community were located on our old home farm. It was a custom in those days for the pastor of the local church to bring a minister of some evangelistic talent from some more or less distant point each summer to assist with conducting a revival of a week or ten days. This particular summer the Methodist Church was holding their summer revival and the visiting minister, there being no hotels available, lived among members of the congregation during his stay in the community. Long about the middle of the week this minister was to have dinner in the home of a good farmer in the community. The farmer's good wife had prepared a sumptuous dinner, but the minister had eaten very lightly, and the hostess insisted that he eat more. The minister stated that he had found from experience that when he ate lightly before he was to preach in the evening he could do better preaching.

After dinner, the farmer and his wife journeyed with the visiting preacher over to the church for the evening services where this preacher preached for at least an hour to  $1\frac{1}{2}$  hours. After church services the farmer and his wife started home in the old family buggy and after getting on their way the farmer's wife said, "John, what did you think of the preacher's sermon?" He said, "Well, Ma, I think he might as well have 'et' his supper." So, I suspect you will agree with me that I was justified in going ahead and eating my supper tonight.

First, I want to say a few words about the place of cooperatives in the farm economy. I like to think of the cooperative as another farm machine builded through collective action, because farmers

are unable to build this machine individually. The farm cooperative as another farm machine has been builded by farmers to perform a job, which cannot be performed successfully in any other way. It seems to me that it is the job of extension to train managers, officers, directors and members in how to operate this new farm machine just as much as it is extension's duty to educate farmers as to how to efficiently operate any other farm machine.

In our State, our rural engineer and the county agents hold schools of two to three days at the county level for the purpose of training farmers and farm labor in how to repair, adjust, lubricate and operate farm tractors and other types of mechanical equipment so as to obtain the most efficient and economical performance. It seems to me that it is just as much the job of Extension to teach farm people how to operate the cooperative as a farm machine for efficient and economical performance as it is to teach farm people how to operate other farm machinery.

It is Extension's job to do educational work with all groups concerned in the cooperative field, including members, officers, directors, managers, extension personnel and the general public. It is an old slogan of mine "that a man's judgment about any proposition is no better than his information." When we apply this slogan to the various groups needing education relative to farm cooperatives, we readily recognize that this is a tremdous task. This task places squarely on the shoulders of Extension an important responsibility and offers an opportunity to help farm people do something about the other half of their business. It is a serious challenge to Extension to meet the situation and do the job. All groups mentioned need the following information:

- (1) An understanding of the economic role of farmer cooperatives.
- (2) An understanding of the basic principles and practices of farmer cooperatives.

#### PROGRAM

In Tennessee we are attempting to develop an educational program relative to farmer cooperatives as outlined below:

(1) In March of this year, we conducted cooperative educational conferences for our own personnel in the College, Station and Extension. We held a cooperative educational conference at the College of Agriculture, Knoxville, for the purpose of better informing the personnel in the College, Station and Extension located at headquarters. Following this conference, we conducted a cooperative educational conference of one day in each of the five Extension districts at which the District Agents and all the county and home agents attended.

(2) For the coming year, we plan to conduct cooperative educational meetings in at least one county in each of the five Extension Districts in Tennessee for the purpose of better informing farmers,

who are members or prospective members of cooperatives. These meetings will be held in the different communities in each county, and we plan to use movie pictures, film strips or slides which set forth the main principles of cooperatives and informal discussions.

(3) We also plan to conduct educational conferences for directors only for each of the three main geographical sections of Tennessee. These conferences will be held for two days and will be very informal and conducted on a basis of group discussion insofar as practicable.

(4) We make maximum use possible of annual meetings and special meetings of members by attending these meetings and also talking to the members when an opportunity is offered. We plan to give more assistance with planning programs for annual meetings of cooperatives with the hope of increasing attendance, interest and participation of members.

(5) We assist farmers with the organization meetings when cooperatives are being organized. We assist with the preparation of the articles of incorporation, bylaws, marketing agreements, etc., and give them instructions with the execution, filing and recording of articles of incorporation and with the adoption of bylaws. These organization meetings afford an opportunity for doing important and much needed educational work with the incorporating directors with a minimum of time.

(6) We plan to conduct conferences with directors and managers of county or local cooperatives for the purpose of discussing problems, affecting these cooperatives. Many of our local cooperatives are relatively new, having been organized within the last few years, and the directors and managers have had little training or experience and are badly in need of more training and a better understanding of operating problems of these associations.

(7) We plan to start cooperative educational work with our 4-H Clubs in 1952. We consider education with these young people very important because they will be members, directors, officers and managers of farmer cooperatives a few years later.

\* EXTENSION MARKETING PROGRAM IN TEXAS \*

by  
F. Z. Beanblossom

Mr. J. F. Rosborough and I are working on the marketing of fruits and vegetables and poultry and poultry products respectively. Mr. M. C. Jaynes is working on marketing primarily through cooperatives. All are spending full time in the field of marketing. I think it is only fair to say that in other subject matter fields the production specialists spend some time on marketing problems in their fields.

The main objective in all our marketing work is to develop programs which will bring about improvements of the situation confronting the people who are interested in marketing these products. Such programs should bring about changes and some action be taken to correct present situations that are retarding progress.

Much of the poultry marketing specialist's time is spent in counties requesting assistance. The needs and situations in the county or area are studied. If they indicate that conditions are favorable for changing present methods or the use of new methods in marketing, the development of a program to assist in efficient marketing the product is developed.

In addition to the development of programs for more efficient marketing of broilers, turkeys, market eggs, and hatching eggs, much time is spent on the preparation of bulletins, circulars, leaflets, visual aids, radio, television, and news releases.

The county extension agents are the hub around which all of these programs are built. They arrange for meetings, demonstrations, and any other activity in connection with the educational work on the marketing program in their respective counties. They also do much of the follow-up work and stimulate further progress in the weeks, months, and years which lie ahead.

At present there is a program in Texas to assist in the marketing of turkey hatching eggs. This is to be done in such a manner that they will meet market demands placed on this product.

Programs are in operation in many counties where market eggs are bought from producers on grade. A price differential is paid and this stimulates the producer to deliver a higher quality product. The handlers have less loss and the consumers buy with more confidence. The average increase per dozen eggs received by producers over current receipts prices in some counties was about 5 cents per dozen the past year. On 10 million dozen which has been sold in this way the past year, producers have received \$500,000 more money.

Assistance has been given in the matter of efficient facilities for handling, processing, transportation, and packaging of market eggs; hatching eggs; broilers; and turkeys. This has brought about greater efficiency in all of these items and thus reduced loss. In addition, it helped to maintain quality and made the product more acceptable to the consumer.

Much work has been done with 4-H Club members in the field of marketing. Interest is stimulated through contests, demonstrations, and market shows. In addition, leaflets have been especially prepared for 4-H Club members on marketing eggs and turkeys. Outlines for demonstrations on marketing these products have also been prepared for club members and county extension agents.

A program to stimulate greater year-round use of turkey is in operation and bulletins have been printed to further this work. Another item in turkey marketing has been the effort to get turkeys bought from producers on a basis of quality with price differentials that would justify the producers to market high quality turkeys. Results of this effort are in evidence this year as many buyers are quoting prices based on quality. Encouragement has been given to the processors in an effort to get turkeys processed ready-to-cook before shipment. Each year a higher percent of all turkeys processed are ready to cook when sold by processors.

The poultry marketing specialists have worked with federal and state agencies in a joint effort to improve the marketing of these products. This year for the first time in Texas the State Department of Agriculture has a price reporting service on eggs, broilers, and turkeys and the marketing specialists have cooperated in this piece of work. The marketing specialists have also worked with private industry and cooperatives alike on promoting improvements in the marketing field.

In all of these programs three groups of people are considered, namely, producers, service, and consumer. They are worked with in relation to their place in the development of successful marketing programs.

#### EAST TEXAS HORTICULTURAL MARKETING PROGRAM

by

J. F. Rosborough

The Horticultural Marketing program in twenty-five East Texas Counties, operates under a joint agreement between the Texas Extension Service and the Research and Marketing Administration, U.S.D.A. The counties involved in the program produce fruit and vegetable crops on a large commercial scale. The major crops involved are: tomatoes, watermelons, sweet potatoes, peas, cucumbers, peaches, plums and blackberries.

#### TOMATOES;

During the shipping season, statistical studies of the existing system of tomato marketing were carefully studied. Packaging East Texas tomatoes in standard thirty-three pound lugs cost three cents per pound. Growers received two to three cents per pound. The packaging cost, therefore, was greater than the sum the growers received for their tomatoes. Losses from decay in transit and in re-pack establishments ranged from five to thirty-five percent. Improper handling methods from field through the local packing sheds are largely responsible for these losses. Resulting from these studies, shippers will pack a part of the 1952 crop in sixty pound wire bound boxes which will lower the packing cost from three cents per pound to two cents per pound. A portion of the crop will also be grown as "pink tomatoes" and packed out in ten and twenty pound fiber board containers.

WATERMELONS:

Following a program with Extension agents and growers involving planting certified seed, leaving one vine per hill, pruning to four melons per hill, and field grading, watermelon producers received a ten to twenty-five percent greater income from this year's crop over last season. Buyers report that melons received this year were of the best quality, being entirely free of white-heart and properly matured. Close cooperation has existed between buyers and growers, in the production of quality melons. At the beginning of the growing season and continuing throughout the season, educational meetings, attended by both buyers and growers, were held in leading watermelon producing counties.

SWEET POTATOES:

The sweet potatoes grown in this area are of low quality and cannot meet competition in Eastern markets. This spring, in co-operation with our Sweet Potato Experiment Station, a supply of the latest selection of red fleshed, Porto Rican type potato was obtained and placed in each sweet potato growing county for multiplication. At harvest, there are one thousand bushels of improved seed available for next season's seed. Chain store representatives advise that they will give fifty to seventy-five cents per bushel more for this selection of sweet potato, than for the potatoes now being grown. Special packaging work will be undertaken with this potato next season. By producing sweet potatoes of better quality, we expect to expand acreage for both the fresh market and for canning.

PEACHES AND PLUMS:

Through close cooperation of orchard owners and Extension agents, in carrying on an improved production marketing program, growers in leading peach growing counties, received twenty-five percent greater income for the 1951 crop. New handling and packaging methods were employed for both peaches and plums. Bruce plums were packed in cell type containers which allowed full maturity at time of shipping. Peaches were moved in seventeen pound lugs for special markets. The two Peach Associations will move all peaches which are more than two and one-quarter inches in diameter in lug and cell type containers. Growers received \$5 per bushel for early yellow freestones, as compared to \$3.50 per bushel for Elbertas. An expansion of twenty-five thousand trees of early freestone varieties will be made this winter.

FARMERS' MARKETS:

Seven East Texas cities which have not previously had markets plan to set up an organized Farmers' Market in 1952. A good example of a small type market is at Mineola, Texas where over \$400,000 worth of produce was sold this season. The initial investment in this market (buildings, scales, etc.) was \$15,000.

A Farmer-Market conference was held in Tyler, which brought together agricultural leaders from fifteen East Texas counties. The program involved gave the experience of each market, its establishment, and operation for the past three years.

MARKETING SERVICES:

A fruit and vegetable release giving timely information on marketing problems goes to eighty-one city and county newspapers in the twenty-five county area each week. A radio broadcast period is carried each Monday which gives a fruit and vegetable summary for the area. Six different stations carry this program.

EXTENSION MARKETING WORK IN VIRGINIA

by

J. L. Maxton

Extension marketing in this area has been directed toward a wide range of problems. Most emphasis has been given marketing and grading facilities as outlined below.

1. Construction of wholesale fruit and vegetable marketing facilities at Richmond, Norfolk, Roanoke and Petersburg. Some progress in this direction was made at Richmond when \$34,000 was appropriated by Virginia Legislature for preparation of plans, blueprints, etc. At Petersburg a part of the facility recommended was built this year.
2. Efforts made to increase the volume of animals for the Shen-Valley Meat Plant by increased production in nearby counties and sale to the plant, particularly of hogs.
3. Additional construction of grain elevators and additions to existing plants was one of the results in this area. Redrying facilities and facilities to speed up weighing and dumping are a part of this program.
4. Poultry eviscerating plants have been improved and the output almost doubled this year.
5. Additional sweet potato storage will be built or used for about 70,000 bushels in 1951.
6. Several new crispy pack vegetable plants were put in operation this year and certain vegetables are now being bunched in place and jumble packed, particularly kale, collards, etc.
7. New warehouse facilities for marketing tobacco have been built at Danville and Richmond. Fluorescent lights in grading are now coming into general use.
8. Freezer locker plants have been studied and equipment rearranged for a streamline operation.
9. Retailers have been encouraged to rearrange their store aisles, location of heavy demand items, and improve fruit and vegetable displays.
10. Efforts have been made to have soybeans inspected and sold on a graded basis.

11. Improved packaging equipment has been demonstrated for use in wool marketing.
12. Several cooperatives have been encouraged to build new facilities for lowering costs of merchandising and improving handling methods.

DAIRY MARKETING - Ben F. Morgan, Jr.

Dairy Marketing Extension work is directed toward obtaining a better understanding of the marketing problems confronting the dairy industry by producers, distributors and consumers. It is recognized that with better informed producers, distributors, and consumers the results should be a smoother and more efficient marketing operation. In Virginia milk is produced largely for fluid milk markets and all except one small market in the state are controlled by the State Milk Commission.

Most emphasis is given to milk prices and the seasonal production problem. The policy has been to provide as much information as possible pertaining to general market conditions, milk marketing orders for individual markets, methods used to determine producer prices, and the availability of market outlets for new producers. Much time has been spent familiarizing county extension personnel with the milk marketing system in their respective areas in order that they may be in a better position to assist their local dairy-men with their respective marketing problems.

Close contact has been maintained with dairy cooperatives throughout the state, the Virginia Dairymen Association, the Virginia Dairy Products Association, the State Milk Commission, the Dairy and Food Division, and other leaders in the dairy industry. Periodic conferences are held with representatives of the foregoing groups to discuss current marketing problems in an attempt to bring about improvements in the over-all dairy marketing program throughout Virginia.

As a result of these conferences some of the inequities that existed between markets have been eliminated and the state is gradually moving toward a regional or state wide pricing system instead of prices for each individual small market. This is encouraging better distribution of the supply between markets. Transportation differentials have been established for the larger markets. Store price differentials have been adopted in some markets that have heretofore maintained the same minimum price for retail store and home delivery.

In cooperation with the dairy production specialists, dairy schools are held for groups of dairymen in counties throughout the state each year. Part of the program is devoted to dairy marketing. A market summary showing production and sales for the market supplied by the particular area is presented. Recent changes in pricing policies are discussed and producers are shown how different prices are determined according to the uses made of milk. General market conditions for the state and county are included in the discussion. Generally these meetings have been very satisfactory and much interest has been shown by the producers.

Subject matter prepared.

In cooperation with the poultry marketing specialist, the "Market Review of Peep and Moo" is prepared monthly. This is an eight page news letter, one-half of which is devoted to setting forth the current economic situation with respect to dairy prices and production and summarizing the results of the research of dairy marketing. This publication is distributed through county agents to 2,500 dairymen, poultrymen, professional workers, and others throughout the state. Current news articles and radio programs are prepared each month, and articles pertaining to dairy marketing are published in the "Virginia Farm Economics" from time to time.

POULTRY AND EGG MARKETING - D. U. Livermore

Extension work in poultry and egg marketing has centered around providing poultrymen with market information that will aid them in understanding the demands of the market and in adapting their production and marketing procedures to these demands.

Much emphasis has been directed toward improving egg quality. A joint survey of the level of egg quality in Federal-State egg grading stations has been nearly completed. The Division of Markets is responsible for the field enumeration while the extension poultry marketing specialist prepared the enumeration schedule, sampling procedure, and is making an analysis of the data. The results of the survey will be used in the egg quality promotion program.

The cooperation of Federal-State egg grading stations has been secured. They are serving as an excellent means of passing on to producers educational information relative to the need for improving egg quality. Egg quality posters, egg quality check slips, and other circulars have been prepared and distributed through County Extension personnel, Federal-State egg grading stations, egg buyers, and hatcheries.

An analysis of the demand and price situation and outlook as it applies to Virginia's large broiler and turkey industry is supplied producers and processors periodically in the form of news releases, radio programs, and market news letters. Discussions and conferences with poultry organizations and key members of the industry are held frequently to analyze market conditions and to make suggestions that will improve the efficiency in marketing.

In cooperation with the dairy marketing specialist, "The Market Review of Peep and Moo" is prepared monthly. This is an eight page news letter, one half devoted to setting forth the current economic situation and outlook with respect to poultry and egg marketing. Circulation has reached about 2,500 county agents, assistant county agents, poultry and egg receivers, vocational agriculture teachers, State Department of Agriculture personnel, poultrymen, and other individuals interested in poultry and dairy marketing.

<u>Agencies Used</u>	<u>Methods Used</u>
1. County and home agents	1. Demonstrations by method and result
2. All other public state service agencies	2. Visual aids
3. Educational agencies with organized classes	3. Articles and addresses
4. Federal agencies	4. Meetings 5. Radio 6. Farm journals 7. With industry groups 8. With professional worker groups 9. As service agency to other departments

#### LIVESTOCK MARKETING - A. T. Lassiter

Livestock marketing is becoming more important in Virginia because farmers now are very much interested in price trends, consumer demands, and methods of selling on the basis of quality. Too, the increase in market supplies and lower prices have created a demand for more effective marketing programs.

At the present Virginia has three projects written under the Research and Marketing Administration. I will briefly outline the work on each project:

1. To develop a practical method whereby small Virginia farmers may secure Western replacement ewes of the right kind.

Sheep numbers in Virginia for 1950 had risen from 282,000, January 1, 1949, to 293,000, January 1, 1950. This represents a 4 percent increase in the face of sheep numbers for the United States still being on the decline.

The Western ewe program in Virginia has stressed the importance of building sheep numbers with the correct kind of ewes from the Northwest Plains of the United States. Up to 1950 there were 19,000 Western ewes operating in Virginia as a result of this program. In 1950, 11,321 ewes were brought in.

The sheep specialist has set up three purchasing agents in strategic points of the state where farmers may go to get needed replacements. These purchasing agents are excellent sheepmen and they know the type of Western ewes wanted.

If Virginia is to maintain its present sheep population, there is a need for 50,000 replacement ewes each year.

2. Pilot demonstrations and educational work to encourage farmers to adopt better livestock marketing practices.

The beef cattle marketing program carried on in Virginia was based mainly on educational work. Twelve grading demonstrations were held in as many counties and were attended by 4,644 people. These farmers were shown the manner of grading calves and cattle and were allowed to do some grading themselves with the assistance of the

official state graders of the Virginia Division of Markets. There were 24 grading demonstrations held in conjunction with sales. At these demonstrations the cattle were sold and if they went for slaughter the official grades of the meat along with the dressing percentage was tabulated and correlated with the live grades and sent back to the farmers. In this way the farmers who participated learned the faults of their grading and marketing system and could make any changes that would aid in doing a better job.

Beef cattle production has increased about 5 percent each year for the past three years. This means that farmers are keeping heifers, increasing their herds, and new herds are being established. This increase has caused greater emphasis to be placed on the marketing of the calf crop from this enlarged cow population. In 1949 Virginia farmers consigned and sold through 15 cooperative feeder calf sales over 8,000 calves. In 1950 Virginia farmers sold 12,669 calves through 21 cooperative feeder calf sales.

3. Pilot work in developing a marketing system that will reflect cut-out values of market hogs in prices paid producers.

The swine marketing program carried on in Virginia was based mainly on educational work and obtaining information to distribute to swine producers. The object of this project was:

- (1) To demonstrate to the hog producers the advantages of producing meat type hogs, marketing at desired weights and yielding a high percentage of lean meat.
- (2) To encourage the use of market grades of live hogs so buyers and processors can pay for hogs on a quality basis and thereby have prices paid to producers reflect the increased value of the desired type of market hog.
- (3) To demonstrate to hog buyers and processors by on-the-hoof and carcass cut-outs the importance of buying on a revised market grade basis that will encourage production of the type of market hog yielding a higher percentage of the preferred cuts.
- (4) To encourage purebred swine breeders to do a more efficient job of selection and breeding so that their breeding stock will produce the type in demand.

Eleven type demonstrations were held for 4,718 swine producers to show the contrast between the lard and meat type hogs. At six of these meetings on-the-hoof and carcass cut-out demonstrations were conducted. The swine producers saw the various grades and types of live hogs in the yards, followed the same hogs through the plant until the carcasses had been graded and in the cooler. Then two carcasses were selected, one meat type and one lard type, both weighing the same and cut-out to show the difference in the cuts and value of the carcasses.

During the spring meetings were held in sixteen hog producing counties where talks were made on hog marketing with emphasis placed on desired weight, finish, and type of market hog in demand.

Charts showing the results of carcass cut-outs of the various grades of hogs were used to bring out the difference in value, yield of primal cuts, and yield of fat of carcass even though each weighed the same.

450 swine producers from 17 Virginia counties have marketed 10,320 hogs at Shen-Valley Meat Packers, Inc., on a carcass grade and weight basis. Thirty-five percent of these hogs have fallen in the Choice I grade, 25 percent Choice II, 13 percent Choice III, 23 percent medium, and 4 percent culs. The producers who have marketed hogs on a quality basis have been very well satisfied with this new method of hog marketing.

It is our plan to carry on an educational program in every hog producing county in the state where the desired type, weight, and finish of market hogs will be shown by on-the-hoof and carcass cut-out demonstrations or reproduced through slides, bulletins and talks. Aid commercial hog producers in obtaining the desired type of breeding stock for market hogs. To acquaint hog buyers and processors with the various live grades so they can pay for hogs on a quality basis.

#### MARKETING EDUCATION PROGRAM IN PUERTO RICO

by  
Roberto Lefebre

I should begin by saying that our marketing program began in August 1949.

The marketing education program in Puerto Rico is under the direction of the head of the Extension Department of Agricultural Economics and the marketing specialist. To carry on the work, nine marketing agents were appointed. For this project development the Island was divided into nine working areas, each made of 9 to 10 counties. They were duly trained in the central office of the Extension Service before reporting to their working areas all over the Island. We have also a coordination committee composed of the marketing research specialist of the Agricultural Experiment Station, the head of the Marketing Division of the Insular Department of Agriculture, and the marketing specialist of the Agricultural Extension Service. This committee celebrates monthly meetings to coordinate marketing activities among the different agencies participating in the marketing program.

Our work has been conducted under very difficult conditions around the marketing of fruits, green leaf and starchy vegetables. Efficient marketing of these is very difficult in Puerto Rico because they are mostly raised in the hilly and mountainous region

where transportation means are very poor, with roads so winding and steep that the products suffer considerable damage while in transit. Also, due to lack of knowledge in the proper handling, grading, packing and warehousing of these products among farmers, middlemen and distributors. The farm value of these crops is about 15 percent of the total agricultural production of the Island and its worth comes close to 20 million dollars annually. So we have devoted most of our time in the marketing problems of these.

1. We have been lucky in creating a good understanding of our marketing problems among many of our government officials, producers, processors, middlemen and retailers. After we began working, we have noticed that government agencies, members of marketing cooperatives as well as individual farmers, processors and distributors have been increasing their interest in the solution of marketing problems. Our government has decided to construct a large metropolitan market-place with all facilities, wholesale and retail marketing as well as for shipment of our products. A program with objectives of production and distribution of agricultural products has been recently organized by the Insular Department of Agriculture. Managers of local market-places at Caguas and Santurce have called on us for help. Studies of these market-places were made and our recommendations for improvement are under way.
2. Farmers have been oriented on crop prices and crop outlooks. All the groups with whom we work have been receiving information on this. A radio program is broadcast daily with latest crop prices and other market information. Written information on same subject is distributed by our marketing agents in the field to the farmers and other interested people. This information given to the farmers is being very valuable to them in the preparation of their planting plans. Demand for this service is constantly increasing.
3. We have given information on established standards of quality, grading and specifications to farmers interested in the shipment of tomatoes, cabbage and bananas. We have been careful to explain them the special marketing problems on winter vegetable exportation to the United States markets. These include maritime transportation facilities, such as ship trip schedules, storage, dock facilities, storage temperatures, sorting, classification and packaging of products for best acceptance of products in markets.
4. We have stimulated the organization of marketing cooperatives and just now there are about 13 farmer groups being trained by our agents in the organization of these groups into marketing cooperatives for the exportation of winter vegetables and fruits to United States markets and for local, wholesale and retail sales. Four of these groups, though not chartered, have been marketing their products cooperatively. There are twelve chartered marketing cooperatives which have been organized by our Extension Service personnel, and assisted by us in adequate marketing practices. In working with them packing, classifying, handling and storage of agricultural products have been stressed. These cooperatives have greatly helped in a better distribution of the agricultural produce.

5. We have taught farmers, distributors and middlemen, the best technical methods in marketing such tropical fruits as oranges, mangoes, papayas, and bananas. We have promoted interest of foreign concerns in obtaining our products. Large demands for our bananas have arisen in the United States market. The same is true of our mangoes, guavas, and papayas. We have promoted the local sales of these products as well as of oranges, guavas, peppers, and pigeon peas and sweet potatoes through our local canneries.

6. We have explained to persons engaged in the marketing business and other interested persons the advantages of an orderly marketing of agricultural products. We have stressed to producers, middlemen, retailers and consumers maintenance of quality is essential to profits and good buying.

#### REDUCTION IN WASTE PRODUCTS:

Education has been conducted among farmers, wholesalers, retailers, and handlers to reduce waste products. Noticeable progress has been attained in this respect especially among suppliers of farm products to U. S. Army and among market operators over the Island. Classes on the handling, classification and storage of agricultural products were given to these people. Since producers are also being trained in these techniques poor quality crops are being left on farms and used as livestock feed.

I should not avoid saying that the constantly increasing demand of the trade for better quality products as well as the claims of the government for improvement of market-places with adequate inspection service may be an indication of the importance of the RMA project in Puerto Rico.

CONFERENCE ADDRESSES

✓ TRENDS IN MARKETING EDUCATIONAL WORK ✓  
by  
H. M. Dixon  
Extension Service, USDA

It is a real pleasure to be back with you for another marketing workshop. This past spring the Extension directors approved marketing workshops for each of the four regions. The first of them was held in the Northeastern area, the second in the Central States area, and the third, here.

Each of the regional committees in developing the program has indicated that this year's workshops should give attention to educational problems and methods of work with the various groups involved in the marketing process from producer to consumer.

It was also the general feeling that representatives of producer and distributor organizations, assemblers, processors, retailers, research workers, and others should participate in our discussion of problems and the needed educational work in their respective fields. I believe it was the majority feeling of those attending the other conferences that this approach represented the best opportunity so far afforded the groups to explore the newer opportunities and methods of work.

We have observed, however, in the two previous conferences that this broad approach entails a heavy week's work. It also requires carefully planned committee work with those responsible for various phases of the program in order to obtain the most satisfactory type of discussion and analysis of the new developments in their respective fields of marketing work.

Marketing educational work continues to expand and adjust with changing conditions and needs.

Since marketing comprises so many functions and agencies operating from farmers to final consumers, the educational program must be planned and conducted on about as broad a scale as for the whole of agriculture. Marketing work with farmers continues to be improved and expanded, and work with processors, retailers, other handlers, and consumers is also receiving increased attention. The increased research results and the greater recognition of need for improved methods and practices are causing a steady increase in demands for this work.

The Extension Service, in broadening its assistance to more of those involved in the marketing processes, is likewise broadening its plan of organization for doing the most efficient marketing educational work. The concept is growing that all members of the Cooperative Extension Service, that is, administrators, supervisors, specialists, and county extension agents, are resource persons in the

marketing job. More effort is placed on helping all to understand the purpose and what is appropriate in marketing education and what we hope to accomplish. The extension directors are increasing their active participation in making marketing work represent the important place it warrants in the total extension program. The organization of a committee or committees within the Extension Service to help plan the marketing educational program and consider its implications is also more generally practiced. Much attention continues in providing for the cooperation of all agencies and for the counsel of lay representation in the planning and implementation of the marketing educational program.

The subject matter responsibility for the marketing program rests with the marketing specialists. Sound and effective marketing extension work continues to require leadership with more than usual ability and with specific training for effectively working with the trade, assembling and preparing subject matter in suitable form, and in developing methods of effective teaching with the various groups involved in the marketing process. Increased attention is being given by these leaders to programs that provide information and training on marketing to State and county extension workers, commodity groups, organizations, and local leaders for marketing. Increased attention is being given also to marketing at State and district conferences and in work with county agents in the training of local leaders.

With some increase in marketing staff as well as in educational programs, marketing specialists are now better equipped than at any previous time to expand the use of improved marketing methods and to meet emergencies.

For the fiscal year 1951, there were a total of 250 State marketing specialists, 70 of whom were on a part-time basis. Of the total, 25 were handling dairy marketing; 30, livestock and wool; 38, poultry and eggs; 48, fruits and vegetables; 36, staple crops; 37, general marketing; and 36, consumer education and marketing information. Eleven full-time and three part-time workers were employed on the regional projects. Six full-time specialists are employed in the Territories and 11 in the Federal Office.

#### WORK WITH FARMERS

Educational assistance to farmers as a part of the mobilization effort continues to be that of supplying the facts that will be of greatest benefit to them in understanding the demands of the market and in adapting their production and marketing procedures to these demands. The program can be pretty well covered under the following headings; (a) adaptation of production to market demand, (b) improvement of quality of product, (c) grading and packing, and (d) market information and prices.

The beginning of 1950 found the Extension Service with plans of work which were designed to increase the efficiency of the marketing process and to assist in distribution and utilization of anticipated surpluses in some commodities. The war in Korea and the mobilization effort changed emphasis to increased production for many commodities and shifts to meet the over-all demands of a mobilization rather than a peacetime economy. Present programs, therefore, stress the importance of reducing losses in the quantity and quality of products to a minimum, and the best possible use of manpower, and other efficiency measures.

The increases and shifts in production brought emergency marketing problems during World War II and some show up now. For example, the cotton crop in Oklahoma, which is much larger than in recent years, has created problems due to the fact that some facilities are out of date and inefficient.

Emergency activities that characterized the war period, such as those in transportation, materials for packages, etc., are beginning to require more attention.

Even though agricultural situations change, there seems to be no reason for less educational work with farmers on marketing. Perhaps there should be more. The marketing of adapted products of good quality and at the time needed certainly helps to prevent waste of product, waste of manpower, and waste of other resources.

#### HELPING PROCESSORS AND DISTRIBUTORS

Extension's educational work with processors and distributors has helped increase efficiency in assembling, processing, and distributing agricultural products. It has also helped in establishing uniform grades and standards for use in buying and selling, and assisted trade groups with problems pertaining to private and public policy and pricing.

New developments in technology and changes in demand require continuing adjustments in marketing operations. Assistance has been given in adjusting production and processing to market demand and in the improvement of operational efficiency, plant layout, and buildings. Help has also been given in the problems created by consolidations or the expansion of activities in developing new products, improving quality and packaging, and in eliminating waste.

The increase in the movement of food and fiber products in inter-state commerce has brought about a great need for buying and selling these products according to uniform grades and standards. Educational work is directed first toward recognition of the need for establishing uniform grades and standards to be used in buying and selling food and fiber products. When satisfactory grades and standards have been established, the Extension educational program informs producers, assemblers, and distributors of the advantages of buying and selling according to the established

quality standards. State extension programs have been developed for grain crops, milk, cream, eggs, poultry, wool, livestock, fruits and vegetables. The work has resulted in a general improvement in the quality of products marketed and a reduction in waste and loss, thereby giving increased efficiency.

It is difficult to measure accurately improvements in marketing or to "pinpoint" the places where these improvements take place in the channels of marketing. Improvements may occur in many of the steps in marketing from farm to consumer. At the New York Workshop it was stated by several persons engaged in marketing farm products that farm produce is coming to market in much better condition than a few years ago. They emphasized especially the improvement in quality and uniformity of packing midwestern eggs and ready-to-cook poultry. They believed extension educational work had been an important factor in bringing about this improvement.

Assistance has also been given in providing producers, processors, and distributors with current information to serve as a guide in making decisions on private and public programs pertaining to particular commodities and market organizations.

In order to get a general picture of Extension work with processors and distributors, we studied the narrative reports of marketing specialists and listed the activities by commodities which involved processors and distributors. The specialists were grouped as those devoting considerable amounts of time to the following commodities: staple crops, livestock, dairy, poultry, and fruits and vegetables. The groups with which the specialists worked were used in this analysis as follows: cooperatives, other first handlers, transportation, facilities and storage, processors, wholesalers, retailers, and consumers. The RMA projects in consumer marketing information and retailer training were not included.

---

Groups Other Than Farmers  
With Which Marketing Specialists Worked

Commodity	Group	States	Cooperatives	First Handler	Other Handler	Transportation	Facilities	Storage	Processor	Wholesaler	Retailers	Consumers
Staple crops		27	11	11	2	2	14	4	1	0	0	0
Livestock		25	12	5	2	2	2	6	5	1	1	1
Dairy		27	14	4	2	2	2	13	1	0	0	4
Poultry		23	10	13	1	2	2	6	6	4	4	8
Fruits & vegetables		26	16	17	2	4	9	5	10	7	7	

All marketing programs reported by marketing specialists were designed to help farmers in the sale of products. But these reports also showed that much time was devoted to work with the first handlers of products. Over half of the specialists report educational work with cooperatives and nearly half, with other first handlers.

The other groups responsible for the distribution of products from the farm to the consumer received less attention as might be expected. The important fact is that for all commodities some specialists have worked with one or more of these distributors, and with consumers, in a complete marketing program.

For some commodities considerable work was reported with a single group of distributors. Half of the marketing specialists working on staple crops reported work on facilities and storage, such as cotton gins, grain dryers, and local storage. In dairy marketing, the educational programs of about half of the specialists included processors, such as creameries and milk plants.

The producer of fruits and vegetables is becoming more and more concerned about the condition of his product when it reaches the consumer. We find that about one-third of the specialists' reports show work with processors, wholesalers, and retailers and the consideration of consumer reactions.

#### RETAILER EDUCATION

Educational work with retail handlers of foods is a relatively new phase of Extension's program in marketing. Its purpose is to help step up efficiency of distribution, handling and merchandising wherever possible. Those who handle the farmer's products, particularly perishable foods, are important people in the system of marketing. They court consumer acceptance of products and are sensitive to the consumer's desires and satisfactions. They have considerable control over the amount of waste in marketing perishables.

This program is being carried on with food retailers under RMA projects in Alabama, Florida, Illinois, Indiana, Maryland, New Mexico, Rhode Island, and Wisconsin. Work with retailers is included also under broader titles in the marketing programs in Hawaii, Massachusetts, Michigan, New Hampshire, New York, and Puerto Rico. An RMA contract has been executed providing for retailer education work in the New England region.

Starting with fruits and vegetables, this work is expanding to include poultry and eggs, meats, dairy products, and other foods. To date the work has dealt mainly with buying, display and preparation for sale, reducing wastes and losses by better conditioning and care, merchandising with proper consideration of nutritional aspects and uses of foods, and sanitation. Attention is also given to the functions of retail operation and management in response to demands from the retail trade.

CONSUMER MARKETING INFORMATION

Cooperative extension work in food marketing is designed to serve millions of food shoppers. These consumers spend a quarter of the family income on food and have to make countless choices to feed their families well. The program develops better food-buying practices and more efficient care and use of food in the home. But it does more than provide information. It also helps consumers understand marketing.

Buying food efficiently is a three-fold job. It requires wise planning, intelligent selection, and proper care of food items. This becomes particularly important under a defense mobilization. The consumer education program emphasizes the importance of knowing the market and keeping up with seasonal changes. It emphasizes the principles and practices of efficient food buying. It also encourages rational buying.

Sixteen States are conducting RMA projects in consumer education on marketing and utilization of farm products. Twelve other States are participating in four regional consumer programs and all the States help consumers with some of their food-buying problems. Demonstrations and exhibits supplement the written and spoken word for disseminating research results, market facts, and food-buying suggestions.

Television has become one of the important ways to reach consumers, and several States are presenting food-marketing information on daily or weekly programs. Over 6,000 requests for additional information is evidence of the large audience reached by TV in one city.

Boston, Kansas City, Louisville, Minneapolis, New York, Seattle, St. Louis, and St. Paul are some of the cities where special programs for consumers are in operation. How to buy and what to buy is the theme of operation in this educational work, with the principles of good buying always being taught. Special attention is given to meeting the problems of urban consumers, but both town and country people report favorably about the benefits from this program.

WORK UNDER TITLE II, RESEARCH AND MARKETING ACT

As you know, the Research and Marketing Act places responsibility upon the Cooperative Extension Service for doing the marketing educational work authorized in Title II.

The RMA funds provided to the Cooperative Extension Service have been used for marketing educational work new and additional to what was being done at the time the Act was passed by Congress.

The national emergency and defense mobilization have intensified the need for maximum efficiency in marketing and distribution and the proper allocation and use of agricultural products for both military and civilian purposes. Extension is giving top priority to adjusting its marketing and consumer education programs to best meet the needs of the defense effort.

The 1952 appropriation bill as approved by the Congress provided for a substantial reduction in funds under Title II of the Research and Marketing Act. The amount of money available to the Cooperative Extension Service for allocation to the States on a matching basis for the fiscal year 1952 is \$406,600. This sum is approximately 25 percent less than the States requested for this fiscal year. In addition to the reduction in funds available out of this year's appropriation, there is also a considerable decrease in RMA funds carried over by the States from last year. Director Wilson has recently written each of the State directors with co-operative RMA projects regarding the necessary fund adjustment for his State.

There are now 136 line projects operating in 44 States and 3 Territories. This is a decrease of 18 projects below the number for the past year. Of this total number, 111 projects deal with better marketing methods and practices and the introduction of improvements in marketing facilities and equipment. These are divided among commodities as follows:

Fruits and vegetables	27	Grain	13
Dairy	12	Cotton	4
Livestock and wool	22	Forest products	4
Poultry and eggs	26	Miscellaneous	3

Of the remaining 25 projects, 16 are devoted to consumer education and 9 to the interpretation and use of marketing information.

Regional commodity marketing projects are now in operation for wheat in the hard red winter wheat area, poultry and eggs in the North Central States, and livestock and wool in the Rocky Mountain and Pacific Coast States. Regional consumer education projects are located at New York City, Boston, Wheeling, and Kansas City. More recently a regional retailer education program has been set up at Boston.

These regional programs are conducted under the leadership of the Federal Extension Service in cooperation with the State extension services.

Educational work with retailers and with urban consumers on marketing are relatively new fields for the Cooperative Extension Service.

Though a commendable beginning has been made in reaching urban consumers with educational assistance on buying and using agricultural products to their best advantage, the present program would have to be multiplied many times if a large proportion of these people are to be reached. Educational work with retail distributors is also a large undertaking in which only a beginning has been made.

Extension is making progress toward its part in the goal of Title II to make research, service, and education in marketing comparable to what has been achieved in production, but much remains to be done. Attainment of this goal is dependent upon continuing effort over a long period of time and the use of more funds and personnel than have thus far been available.

In conclusion, it seems reasonable that Extension's marketing educational work, with its extremely broad base of contact and activity, should offer a large possibility for expanded activities in future years. This is also apparent in the directors' report, "Marketing Challenges the Extension Service."

The broadening of our marketing program means more people to work with in the Extension Service and in other groups concerned so that increased attention will need to be given to evaluating and reporting the results of our marketing work.

Extension's greatest assets in carrying out an enlarged marketing program will continue to be its convenient access to research information and practical experience of the people, its well trained and competent staff, its organization in every agricultural county and many cities, and its practice of planning and conducting programs in cooperation with the people - producers, handlers, and consumers.

Therefore, Extension's marketing educational program of the future should more and more become a well-rounded service to producers, handlers, and consumers regarding agricultural products, their supply, distribution, consumption, and utilization.

MARKETING CHALLENGES EXTENSION  
by  
L. A. Bevan  
Director of Extension, New Hampshire

There is a significant statement in the Report of the Directors in regard to Extension's responsibility in marketing. 1/

"Educational work with the farmer on his farm and with farmers' organizations cannot go the whole way in solving agriculture's marketing problems."

Marketing problems reach far beyond the point of the first sale and both the methods used by the trade in distributing farm products and the reaction of the consumer are important factors in the marketing of farm products. Marketing is a much more complicated process than when Extension was established by the Smith-Lever Act in 1914.

Population Changes

Our population has not only grown tremendously, but there have been definite shifts from rural areas to metropolitan centers. Between 1910 and 1950 our total population increased, in round figures, from 92 million to 150 million, and whereas in 1910 our rural population exceeded urban population, the reverse was true in 1950. In this same period the number of farms has

1/ Report prepared by a committee of State Directors of Extension and Deans of Agriculture, at Chicago, Illinois, October 9 and 10, 1950.

declined and farm population has decreased from 30 percent of the total in 1910 to only 18 percent in 1950. Over these four decades the number of cities with over 100 thousand population has increased from 49 to 106. The South has over 20 cities of this size. These factors, with other changes, indicate that a marketing system for farm products suitable in 1910 would not fit conditions of the present.

#### The Farmers' Interest in Distribution

In farm production, operations have become more efficient and it costs relatively less to produce food on the farm now than at the turn of the century. Costs of distribution do not appear to have made similar strides in this same period since it is estimated that farmers have, in the last few years, been getting only about the same percentage of the consumer's dollar that they did in the 1914-16 period - or approximately 48 to 52 percent. It, therefore, may be asked whether distribution methods have improved at the same rate as methods applied to production. Between 1932 and 1937, the increase in volume handled per man hour in agriculture increased 29 percent and manufacturing 30 percent, but in agricultural marketing it amounted to only 8 percent. This also raises a question in the minds of many engaged in marketing, and that is, does the grower have an interest in the merchandising of his products and is he concerned as to whether his products are distributed with the least loss and waste in handling?

#### Food from Farm to Table in this Area

This question of food costs is significant to most families since food costs include the largest portion of the family budget, amounting to about one-third of their total expenditures. When the over-all problem of getting food from the farmer to the consumer is concerned, we in the Northeast are in a preferred position because we can observe production, distribution, and consumption all taking place within the area. It is easier, therefore, for our marketing people in Extension to become acquainted with the movement of food from the farm to the table, and easier for us to understand the factors to be considered than in some other sections of the United States.

This makes a good opportunity for our Extension people to work with growers, with the trade, and with consumers. It also opens up possibilities for developing an integrated marketing program for the Extension Service built on the ideas included in the Chicago report. While the need is the same where 500 to a thousand miles separate the production area from consuming centers, it is more difficult to see the complete marketing picture.

#### An Integrated Program

I would like to see an integrated marketing program considered, starting with the farms out in the counties working with them to set up good farm management operations which would take into

account the outlook for the amount of goods for market and the type and preparation of products to be sent to different markets. This would deal primarily with the farm marketing picture in the agricultural agent's field. Next, following that product to market would be a part of Extension's job, working with the wholesaler and retailer groups, particularly retailers since they are the ones who come in close contact with the consumers. Getting the products to the retail markets economically, having the products displayed attractively, working with the growers to get the products put up the way they should be would be the second step in this marketing program. The third step is already being developed in New England and in some other parts of the country with a consumer education program. This brings to the attention of the consumer the type of product available in the market, the value of the product from a nutritional and economic point of view, and how the product can be conserved in the home and utilized to the best advantage by the family. If we can conceive of a food program that reaches from the farm to the consumer, it would seem to me that we have possibilities of integrating our marketing program and improving it in a way that we have never conceived previously.

#### Why The Chicago Conference Was Held

For a period of years there has been a growing belief that the Extension Service should take a more active part in the marketing of farm products and become more conversant with marketing needs. It was thought essentially worth while to have Directors from different parts of the country look at marketing from a broader base and to recognize that marketing, as it affects the farmer, is not answered when the product leaves the farm. This conference was also an opportunity to have Directors of Extension obtain a greater understanding of the significant report put out by the Pace Special Subcommittee of the House Committee on Agriculture. In this connection, this report stated:

"Telling research results is an old function of the Department of Agriculture. The Extension Service was set up to take the results of research to the farmer. Without exhaustive study of the Extension Service, the Study Group believes that Service has done a good job in taking research to the farmer. However, much of the research work being done in the Department of Agriculture is not designed for application on farms. This is particularly true of the utilization research being carried out in the regional laboratories. The results of much of this research can be used only by processors and others engaged in handling farm commodities after they leave the farm. Much of the marketing research is of a similar nature. There is no formally organized telling function to disseminate adequately the results of research work designed for other fields than ultimate application on farms. The Group recognizes the need for this type of service and recommends that it be provided."

At the Chicago conference there were three Directors from each region of the United States, representatives from the Research and Marketing Administration, from the Federal Extension Office, and also attending the conference was Mr. Doane of Doane Agricultural Service, Chairman of the Pace Special Subcommittee.

#### The Written Report

The three objectives set up by this group of Directors are outlined on the first page of the report. This has in it the basis of an over-all program for the handling of farm products. The report is forward-looking and presents what can be done in definite terms. This report had the unanimous approval of these Directors and they insisted that it be sent to each Director of Extension with a request that he discuss it with his Dean or President of the Land-Grant College, and obtain the viewpoint of the administration in regard to its proposals.

#### Reaction to the Report

For the last several months the Chairman of the Extension Marketing Committee has been receiving some interesting and significant comments on this report. In the main there has been general approval by administrators of Land-Grant Colleges, but in some cases the replies are very cautious about the Extension Service going into this new field, and in a few cases, question its advisability.

It is evident that Directors are recognizing the need for more attention to a better and more specific marketing program. There was, as would be expected, considerable concern as to whether sufficient financing could be secured for this broader program. Many comments pointed out that better trained personnel are needed, and that this training should be a combination of training in principles of economics and marketing plus practical experience. The ability to talk with trade people, farmers and others in terms of marketing factors was brought out time and again. There was expression by some administrators, not Extension Directors, that this program proposes too big a jump from traditional work with farmers to wholly new fields of endeavor.

#### Significant Comments

There were two statements from Presidents of Land-Grant Colleges in the Northeast that showed quite a divergent viewpoint. The first one is very favorable:

"In the cities it should be fairly easy to get the support of labor and consumer groups. With that backing it should be possible to get financial support from municipal governments. If such a program could once get a start in a city it would sell itself very quickly and I think we should not worry too much about the

initial size of the staff but concentrate on the right organizations and relationships. If these are such that the program can operate freely and effectively, the organization will grow on its merits which is the way an organization should grow."

The second statement from the Northeast follows:

"After some delay I had an opportunity to discuss this report with the President. He has some serious reservations about some of the recommendations. He thinks the final cost of this program would be beyond the amount suggested and possibly more than Extension could secure. He also thinks that expanding in this field would materially change the present Extension program. He is not too sure that this is desirable."

To my mind, the reasons why the President in the urban section was favorable is because the opportunity and conditions in that state to become more closely conversant with production, distribution and consumption were easier to observe and understand for they all take place within its borders. This seems to me again to indicate the need for an integrated food marketing program.

There are a number of special comments and questions that people should be acquainted with in order to get a more complete picture of the reactions of a number of the Land-Grant Colleges. One economist said:

"If this report were being written twenty-five years ago, the emphasis would likely have been on cooperative marketing which, at that time, was to solve all the marketing problems. Today, the rage is consumer education which will pass along with the others into its proper perspective."

This same man questions whether the development of regional projects is sound. This comment is one that we should keep in mind since I think we should all agree that consumer education alone is not an answer to the marketing problem, but I do believe it is one that should be given definite attention.

From another state comes this comment:

"The basis for distinction in the report between Consumer Education, Distributor Education and Commodity Marketing Education is not clear. Our people find it difficult to visualize effective consumer and distributor education in marketing except with reference to specific commodities. While nutrition and 'best buy' programs naturally deal with numerous commodities, nevertheless production, handling and use of products varies with each commodity or group of similar commodities."

"Our group is of the opinion that the bottleneck in effective extension marketing work is the scarcity of properly trained personnel. Many persons now assigned to extension marketing projects are trained only in production or use of farm products."

One Director said that he had read the report carefully and "I am slightly overwhelmed at the size of the job you have cut out for Extension. At the same time, I agree that thus far we have been merely skating around the edges of the marketing job. With very limited personnel, and while their work has been of real value, we are not beginning to make a dent in the program."

Very significant, I think, was a comment by one of the Directors who attended the conference and who has looked over the report again. He says:

"I am strong for the threefold objective and especially expansion in work with consumers and the trade. It certainly is pertinent to emphasize the fitness of Extension to do the job, if it will. It is also highly pertinent for the report to emphasize that we must get the support of the Land-Grant College Association for this also calls for getting the support of the administrative officials at each of the individual colleges."

Let me again call your attention to the three words that are underlined.

Many of the comments received, however, are along the line of the following:

"We believe that the Extension Service is the logical agency to carry on Extension work with both producers, processors, distributors and consumers and our college is ready and willing to assume that responsibility. We do believe, however, that it is possible to do much damage by too large a program with too little information. We would, therefore, suggest that the program be moved forward slowly as information is developed from research. We also believe that any marketing program must be closely allied with and interwoven with the production program."

#### What To Do About It

In reading over and studying this report of the Extension Directors on marketing, I think the first thing for this workshop to do is:

1. To consider whether they agree with the objectives as outlined by the Directors and whether they think they are sound.
2. Do you think that the proposed program, as outlined, is too broad in scope and too complicated for the Extension Service to undertake?

3. Do you think that administrators of Land-Grant Colleges can be made aware of the opportunity for Extension to undertake this marketing program, as outlined in the report, and do you think their support can be gained when they become more acquainted with it?
4. If Extension does not expand into this field, do you think that such a marketing program will be left undone? If Extension does not undertake it, what do you think Extension's role will be as an agency in the marketing field?

My own conception of this report is indicated by the statement of one Director: "The proposals made for an expanded program in marketing and distribution are indeed forthright and forward-looking."

Also, it is, to my mind, an opportunity for a new field for Extension that is comparable to the opportunity that faced Extension in the production field nearly four decades ago. I believe, if well organized and vigorously pushed, it will gain support not only of our farm people but of a large segment of our total population and it will give Extension an affirmative and positive program for years to come.

#### THE MARKETING EDUCATIONAL JOB WITH PRODUCERS

by

B. G. Hall, President  
Alabama Council of Farmer Cooperatives

You have honored me in a peculiar way today by inviting me to appear on your program. You have reached way down to the bottom of the proverbial barrel and have come up with just a common every day clod-hopper, right off the firing line, so to speak; and you have placed me in here on the program as a sort of lead-off man, to pinch hit for Walter Randolph, the distinguished and able president of the Alabama Farm Bureau. It is exceptionally gratifying to me to have the privilege of appearing with Mr. P. O. Davis, Director of our own great Extension Service here in Alabama, Mr. L. A. Bevan, Director of the Extension Service of New Hampshire, and others of distinction and national note.

If my few remarks should seem somewhat simple and primary, or if I'm unable to speak your kind of language you will please remember that you are listening to one who is all mixed up with the details of handling some of the buying and selling problems of Morgan County farm people in a very practical sort of way, as the manager of a farmer's cooperative.

Let's take a look at the problems, and as we do let's remember that the farmer is the superintendent of production, the supervisor of personnel, and the financial director. He's the purchasing agent, the sales department, and the maintenance man. His problems are just too many for any one man.

To market his products wisely and efficiently requires many skills, quality, production, careful processing, suitable packing, proper transportation, wise presentation to the consumer, and so on.

Purchasing equipment and supplies is not a simple matter by any means. If it's a tractor, a combine, or a plow he needs, he has at least nine dealers in our county, handling at least eight different makes, the salesman for each trained to prove that his is by far the best to buy.

Or in the case of fertilizer, he may choose between ten to fifteen brands, all of which have been proven by long experimental processes to be the best.

If he needs a hybrid seed corn he may buy it from any one of a dozen breeders each of whom have a corps of salesmen trained to prove that his Xy 52 is the ideal corn to grow under his set of conditions and circumstances.

I have actually known some grade A dairymen in our county who changed brands of feed as many as four times a year because some feed processor proved to him that his particular type of antibiotics was all he needed to make large profits.

The extension service has furnished the leadership to great progress in crops and livestock production in Morgan County during my twenty-five years of close contact with and observation of farm people in that county.

I have seen the cropping system change from all cotton to a fairly well balanced cotton and livestock economy. Soil protecting sod and grazing crops increase from nothing to thousands of acres. Under the leadership of the county agent I have watched the Morgan County farmer terrace the majority of his row crop land and change to contour farming during that twenty-five years.

In that same period average cotton yields have gone up from 167 pounds of lint per acre to 335 pounds. Corn yields have increased from 17 bushels to 35 bushels per acre.

I'm saying all this to say that your great agricultural service has done a magnificent job leading farmers to do a more efficient production job.

While much progress has been made in the field of marketing, (buying and selling) the success here has not been so outstanding.

To say that farmers do not have a market for all the fruits of their labor is wrong. In fact I have no knowledge of any Morgan County farm products being wasted for want of a market, not even perishables, but the problem is that markets are not paying satisfactory prices that our farmers want and need.

Most farmers believe that 8 cents a pound is too much to have to pay for getting crimson clover seed from the farm on which it is produced to the one where it will be planted. Or to say it another way, they believe that the 50 cents of the consumer dollar which goes for marketing services makes processing and marketing too expensive.

It is true that the average farmer out our way does not fully realize that processing, packing, transportation, retailing, and all the related services are expensive processes. Since he is willing to pay all necessary charges, at a fair rate, maybe he needs to be schooled in all the requirements for properly processing and marketing his crimson clover seed or whatever else it is he may have to sell.

Surely he already knows that it costs him something extra to produce a high quality product. He must know that it costs more to keep the quality good in handling, transportation, or otherwise than to just handle it. That a good job of processing costs more than haphazard processing. That an attractive package that is durable enough to protect his merchandise is more expensive than just a package. Likewise he must know that keeping up with consumer demands, likes and dislikes, costs more, and that he is not always in a position to do this for himself.

The farmer must know that satisfactory marketing involves assembly, processing, packing, transportation, exhibiting, and selling and all these services which he cannot perform for himself, he must pay someone else to perform.

I venture the statement that it is easier to make progress in production than in marketing because in teaching and leading for production you have only the farmer to teach and lead, but not so in marketing because here other personalities and other interests become involved. While the farmer is just as anxious to improve his marketing program as he was and is his production, it is just possible that there are other interests that do not desire to have many far reaching changes.

If a Morgan County cotton ginner, who in most instances is also a cotton buyer, should strenuously object to his customers' entering into a one-variety production program, thereby receiving the benefits of the Smith-Doxey cotton classing service, you could do nothing less than suspect that he would rather buy cotton from a producer who knows nothing about the grade and staple of his own product. And if this is his attitude, then it's my guess that he is not apt to make the dean's list in a school for educating for more efficient cotton markets.

I am personally acquainted with a dozen or more livestock dealers - we call them "hucksters" in the Tennessee Valley - who make their living outguessing the farmer on the weight of a farm animal. I can't imagine any of these going out of his way to improve the farmer's knowledge of how to best market his livestock.

You will recall that once upon a time the production and marketing administration attempted to stabilize the price of the farmers' eggs by establishing receiving, grading and storage centers with local egg dealers that I know were not interested. Would they now be interested in improving market facilities so that the producer could get a larger percentage of the consumer's dollar?

Records prove that we have been successful in our efforts to teach and lead the farmer in those fields where he exercises full control. Records also prove, I think, that we have not been as successful in those fields where he has other groups to help him solve his problems.

Then what shall we conclude? Is it possible that we may, after all, have to teach and lead the producer to provide his own processing plants, his own marketing agencies, and his own buying and selling services thru cooperation? In such a case the total interest of the whole program would be to return a maximum amount of the consumer's dollar to the producer. No longer would we have to teach two groups each one of which is interested in a bigger share of the consumer's dollar.

During the depression of the early thirties I was attempting to teach Vocational Agriculture in a north Alabama community. I was called on by a cotton ginner from another community who had most of the causes for that economic dilemma pretty well fixed in his mind, and in telling me what the trouble was he pointed out that a big manufacturer of gin equipment had replaced many men in its plant with magnetic hoists. I didn't agree then and I don't now that to create wealth at smaller costs starts a depression. However, to fail to pass the saving that may have been made on the manufactured products to the purchaser, and he, on to the producer, thru lower cost of ginning, may have had something to do with it.

You will be interested, I'm sure, in the possibility of teaching producers thru their own marketing, buying, and selling and processing cooperatives such as we have in north Alabama. Each of 16 counties across the north end of the State has a farmer owned buying and selling cooperative serving an average of 2,000 members and customers. One-third of these are managed by college trained personnel, most of whom are Auburn graduates; all sixteen managers lean heavily on the extension service and the Alabama experiment stations for information. All of them would welcome a program of market education using their organization as a medium through which the teaching might be done.

These sixteen counties own and operate the Tennessee Valley Co-operative, a federated Co-op, through which they processed 42,564 tons of fertilizer, 2,606,000 of seed, 6,000 tons of feed, and marketed 100,000 bushels of grain, at a net saving to members and customers of \$176,926. \$70,000 of this was paid back to members and customers in cash. The manager of this plant is an Auburn man and the assistant manager is a graduate of the Virginia Agricultural College.

Over at Albertville this same group owns a federated Co-op poultry dressing plant thru which farmer customers marketed \$1,197,000 worth of poultry and eggs at a saving of \$10,000 last year. This plant is managed by an Auburn trained man who has had some years experience with the Alabama extension service.

In addition to these there are dairy and vegetable co-ops in north Alabama which have made good progress and would furnish a medium thru which much effective producer education might be carried on.

I am quite certain that any of these cooperatives mentioned would be glad to make any records available that might be needed in an educational program, and in some instances educational personnel might be at your disposal.

We are mindful of course that we Co-ops are not too popular with certain groups in the United States today. We even know that we have been called Communists and Socialists by some. But we have a deep seated conviction that the cooperative method of doing business is as American as any other of the three or four ways business is done, and that we are here to stay.

#### HOW WE ARE DOING THE JOB WITH PRODUCERS IN NORTH CAROLINA

by

Charles W. Williams

In past years marketing has been a very neglected segment of North Carolina's agricultural economy. Consequently, many of the prevailing markets in our State offer farmers little or no incentive to produce and market a high quality product, or even to produce some products. In selecting our Extension approach to the problems involved in marketing, we were faced with two alternatives. They were: (1) to work toward solving the marketing problems that lie within the boundaries of individual farms. In such an approach we would hope that, due to improvements in marketing practices at the farm level, the marketing structure would evolve to the extent that farmers would be compensated for the time and expense involved in carrying out improved marketing practices; and (2) to work toward improving the structural framework of our markets and simultaneously encourage farmers to incorporate, into their marketing programs, practices that would be amply rewarded. It was decided, therefore, as Mr. Curtis has already pointed out, that our extension marketing program should be directed toward improving the structural framework of our markets. Our work on marketing problems which can be solved within the individual farm boundaries is secondary in importance. It is given secondary role in our work, not because it is unimportant, but because we feel that the results desired from within the farm can be achieved with greater ease by first providing the needed market structure. Moreover, personnel from other Extension Departments, the North Carolina Department of Agriculture, and other agricultural agencies are now working on marketing problems

and practices that are common at the farm level. In other words, we think that by directing our efforts toward improving the market structures we will render a greater service to farmers than if we encourage them to adopt marketing practices that, under present markets, would be uneconomical. A specific example will help to make this point clear. Many farmers in North Carolina during recent years have spent considerable sums of money in an effort to improve the quality of their beef cattle. This practice in many cases has proven to be very costly. Why has this been true? Mainly because there has been too little price differential between grades in our markets. In fact, there has been a very limited market for top quality beef in our State. This does not mean that we have discouraged farmers from improving their beef cattle; on the contrary, we have been trying to improve the markets so that this practice will be amply rewarded.

We recognize that the success of the improved marketing facilities that are added is dependent upon the quality of the product that the farmers market. For example, in one of our eastern counties, facilities for pre-cooling and ice packing sweet corn were installed. These facilities would have been of no benefit to the farmers had they not controlled the worms or had they not gathered the corn at the proper stage of maturity. Extension marketing personnel therefore cooperated very closely with Horticulture Extension and Entomology Extension personnel in the campaign to educate the farmers on these points.

Another example of how effectively the program directed toward the improvement of the structural framework of the markets and the work with producers can be tied together: In one area that is far removed from a consuming center, farmers encountered a great deal of difficulty in marketing their eggs. Extension marketing personnel were called in to help evaluate local production capacity, potential markets, and the need for additional marketing facilities. As a result of this investigation a small, pool-type egg marketing cooperative was organized to perform this function. Moreover, the farmers were to be paid on the basis of grade and size of eggs rather than on a current collection basis. Extension personnel then worked directly with producers for preservation of egg quality. This work was accomplished by visits to the farm, the use of visual aids, demonstrations on proper cleaning, handling, packing and storing of eggs, and a tour of a more advanced commercial egg producing area. There the farmers observed, first hand, the production and marketing practices of successful poultrymen.

Lack of farm storage space for grains is a problem in North Carolina. In many areas farmers are forced, due to inadequate storage space, to dispose of their grain immediately after they are harvested. They therefore sell when seasonal prices are lowest. Later in the year some of these farmers have to purchase grain to be used for feed. In other words, they are selling their grain at low prices and buying back part of it later in the year at higher prices. We therefore are encouraging farmers to construct more and better grain storage facilities. In this program

we cooperate very closely with Agricultural Engineering Extension with respect to the type and size of structures that are most appropriate and with Entomology Extension in conducting demonstrations on insect and rodent control.

In the field of cotton marketing our work with producers is directed primarily toward quality improvement and increased use of the Cotton Classing Service of USDA. An extensive series of meetings throughout the cotton producing areas of the State were conducted just prior to the cotton picking season. Personnel from the Cotton Classing Service cooperated in these meetings in which the advantages of having cotton classed and then placing it in storage were explained in detail. This series of meetings was then followed up with newspaper articles and other educational media that encouraged farmers to consider this alternative course of action.

In summarizing our Extension Marketing program with producers, I should say that we work directly with producers only in those areas where the market will amply compensate them for improvements made at the farm. We feel that proper improvements in the marketing structure will provide an incentive to farmers to produce and market products of higher quality. For example, it should be a relatively easy task to persuade farmers to grade and pack their produce properly when it can be demonstrated to them that it will be to their advantage to do so. We feel that our present approach to North Carolina's marketing problems will provide us with many talking points when we work directly with farmers. Moreover, we feel that the beneficial results from our present program will reach more farmers and be more permanent than would the results from a program directed primarily toward improving marketing practices at the farm level.

MARKETING EDUCATION FOR BUYERS, PROCESSORS, STORAGE OPERATORS,  
DISTRIBUTORS AND TRANSPORTATION AGENCIES *X*

by

William C. Crow, Director  
Marketing and Facilities Research Branch

I. Introduction.

- a. It costs more to market than to grow most farm products.
- b. Products are grown for market, so farmers cannot prosper without an efficient marketing system.
- c. Farmer's price is the price the product brings in the distant market minus the costs of marketing.
- d. Hence farmers have a large interest in having a marketing system that will move the maximum quantity of products to consumers at as low cost as possible.

- e. Agricultural institutions have done outstanding work to improve production but have slighted the problem of marketing.
- f. One of the main functions of the Marketing and Facilities Research Branch is to find ways to improve the physical handling of farm products in the marketing channel.
- g. These research findings will be of no value unless they are put to use. The Extension Service can render a real service to marketing by showing marketing operators how to do a better job.
- h. In this talk, I should like to point out some things that Extension workers can do in this field in translating research results into action.

## II. Getting proper assembly market facilities.

- a. First link in the marketing channel is the local assembly market facility (packing and shipping shed, local market, milk plant, country elevator, etc.)
- b. In some areas these facilities are inadequate because of -
  - 1. Their absence - particularly in new producing areas.
  - 2. Their inefficiency.
- c. Research is showing what kind of assembly market facilities are needed, where they should be built, and how they should be operated. Examples -
  - 1. Jackson market, Columbia, etc.
  - 2. Handling methods in -
    - (a) packing sheds
    - (b) milk plants
- d. Extension workers can -
  - 1. Promote the development of these facilities.
  - 2. Show people how to make the best use of them (i.e., how to take advantage of facilities like those in Jackson, San Antonio and Columbia)

## III. Getting proper storage facilities.

- a. Research work on efficient layout, design and operation of warehouses.
  - 1. Refrigerated warehouses.
  - 2. Grain elevators.
  - 3. Cotton warehouses.

b. Improving the efficiency of handling products into, within, and out of warehouses.

1. Refrigerated warehouses.

2. Cotton warehouses.

(a) Improved method of stacking.

(1) Old way - 4-man operation.

aa. 1 man to operate boom stacker.

bb. 2 men at floor level.

cc. 1 man on top of stack.

dd. Note: 2 men on floor are inactive while man on top is working.

(2) Improved way - 3-man operation.

aa. 1 man to operate stacker.

bb. 2 men on floor to stack first 3 layers - 1 goes to top for next 2 layers.

(3) Results - Stack slightly faster with improved method with 1 less man - saving 25 percent.

(b) Moving uncompressed cotton to "dinky press"

(1) Old way - 8-man crew

aa. At 100 bales per hour to move 200 feet use 7 truckers and 1 pull-down man.

(2) Improved way - temporary block with hand trucks - 6 men.

aa. 4 men transport to block.

bb. 2 men feed the press.

(3) Further improvement - temporary block - clamp-type truck - 3 men.

aa. 1 man to operate truck.

bb. 2 men to feed the press.

(4) Results:

aa. Rate of 100 bales per hour maintained

bb. Labor saving with hand trucks 25 percent - with clamp truck  $62\frac{1}{2}$  percent.

(c) Use of platform-type scale to weigh.

(1) With beam-scale - 6 men.

aa. 2 hook men.  
bb. 1 rope man.  
cc. 1 weigher.  
dd. 1 recorder.  
ee. 1 tag checker.

(2) With platform dial scale - 2 men.

aa. 1 weigher (has time to record).  
bb. 1 tag checker.

(3) Results.

aa. Weighing time reduced from 20 - 50 percent.

bb. Man hours reduced 66-2/3 percent.

(d) Importance to cotton warehousing - short reports, 3 more to come out soon.

c. Extension people can help develop proper storage facilities and show the operators of these facilities how to reduce their costs of handling.

#### IV. Improving transportation.

a. Improving refrigerator cars.

1. For frozen foods.
2. To supply heat or cold.
3. Split absorption car.
4. Mechanical refrigeration.

b. Improving refrigerated trucks.

1. Tests made.
2. Improvements developed.

c. Improving stacking in cars and trucks.

1. Lettuce.

(a) Reduced bulge.

(b) Less ice needed in crate.

(c) Savings

- (1) Reduced breakage - 50 percent - \$725,000
- (2) Reduced bruising
- (3) Saved ice - \$400,000
- (4) More lettuce in car

2. On-end loading - cantaloups.

- (a) Why on end?

(b) Savings

- (1) Reduced breakage - 66-2/3 percent - \$450,000
- (2) Reduced bruising 50 percent
- (3) Get 24 more crates in car

3. Better transportation of meat.

d. In the South where such a large proportion of farm products move to markets by truck, Extension people can do much to get better truck transportation.

V. Improving terminal markets.

a. Importance of terminal markets.

1. Most farm products move through them (show why Southern States are concerned with such markets as New York and Philadelphia)
2. Large cities receive supplies from nearly all the States.
3. Prices established in these markets.

b. What is wrong with the handling of perishables in these markets?

1. Five Federal investigations.
2. No rail connections.
3. Narrow streets - traffic congestion.
4. Poor facilities.
  - (a) Stores too small.
  - (b) Produce on sidewalks.
  - (c) Narrow entrances.
  - (d) Lack of refrigeration.
  - (e) Designed so cannot use efficient handling equipment.

5. No space to expand.
6. Divided markets.
  - (a) Cross-hauling.
  - (b) Wasted investment and labor.
- c. What this Branch does about it.
  1. Makes studies of -
    - (a) Facilities.
    - (b) Handling equipment.
  2. Promotes action.
- d. Extension people can render valuable assistance in helping to bring about the development of efficient facilities in these markets.

## VI. Improving retailing.

- a. Importance of retailer.
  1. Retailing is about one-third of marketing bill.
  2. It is in the retail store that consumer decides whether or not to buy a product and how much to take.
- b. Examples of work in retailing.
  1. Check-out counter - number installed.
  2. Reducing cost of grocery handling - 60 to 85 percent increase in productivity.
  3. Improving meat handling.
  4. Showing retailers how to improve their handling practices.
- c. There are hundreds of retailers in every State who need help in improving their operations.

## VII. Conclusions.

- a. Work done so far shows that there is much waste of labor and poor handling in the marketing channel.
- b. We are trying to find out for each major part of the marketing channel
  1. The best design, size, and location of facilities.
  2. The best kind of handling equipment for use in each type of facility.

3. The best way to use these facilities and equipment.
- c. Other agencies in the Department of Agriculture and in the States are finding other ways to improve marketing.
- d. The challenge to the Extension Service is to take the results of this research to the persons actually engaged in marketing and show them how to use these results in such a way that -
  1. The costs of marketing will be held down.
  2. The quality of products will be maintained, and
  3. The largest possible quantities of farm and food products will move through the marketing channel in order to
    - (a) Give the farmer good outlets for his products.
    - (b) Raise the standard of living of our people.

PROBLEMS AND NEEDS FOR EDUCATIONAL WORK  
WITH RETAILERS OF AGRICULTURAL PRODUCTS

by

V. L. Browner, Vice President  
National Association of Retail Grocers

These marketing workshops which you are conducting across the nation are very important in assisting in solving the problems of efficiency and equitably distributing the products of our 6 million farmers to the nation's more than 150 million consumers. In perfecting the system of distribution of agricultural products you are faced with a tremendous challenge. You followed the products from the growers through thousands of manufacturers, packers, processors, brokers, and wholesalers to the ultimate point of sale - the nearly one-half million stores of this country.

In these days one-half million does not seem to be a large number, but when you consider that the dollar volume of retail food stores in 1951 will probably exceed 32 billion dollars it becomes an impressive figure. Food retailing is the largest segment of the entire business economy of this country. The food store operators assemble from 3 to 15 thousand individual items in their stores. They employ 1½ million people. During the past 25 years there has been great change and improvement in the organization and operation of retail food stores. This progress becomes quite evident as we think back to the day when the consumer bought corn meal from his local store out of a barrel, lard from a wooden tub, and fruit and vegetables only in season. Compare this

situation with the modern store of today, with well stocked shelves of all types of canned and packaged goods, refrigerated cases for the perishables, many of which are pre-packaged and ready for consumer pick up and take home. The food store of today features not only meats, groceries, dairy products, and produce, but they carry paper products, hosiery, cosmetics, and plastic items.

Surely I know that the extension services of the many fine colleges represented here at this conference can do a great deal to assist retailers, whether it be actual training of personnel or training to properly select and develop their own employees.

I should like to tell you what the National Association of Retail Grocers is doing in the preparation of materials and guides for the retail store owner and his employees. Some of you may not know of the extension program that NARGUS is carrying on in this field. The materials include a large collection of books, publications, films, business forms and other data covering all phases of food store operation. One of the most important aides developed is our color and sound slide film series which we call "The NARGUS Better Stores Program". Titles of the films are as follows:

Design for Selling	Your Dairy Department
Strategy for Selling	Your Bakery Department
Personnel for Selling	Showmanship for Selling
Your Grocery Department	Advertising for Selling
Your Meat Department	Stock Handling and Checkout
Your Produce Department	Public Relations for Selling and Miracle in Your Market

Two additional films in this series will be ready soon. The next one on the schedule is "Management Makes the Difference". These films deal with store location, building, floor lay-out and stock arrangement first and then point up the importance of personnel, or - as we call it - "the selling team". In addition to the films, booklets are available reproducing all of the slides and narrative lecture notes. I have a few copies of the booklets here today. If any of you wish additional copies we shall be glad to furnish them upon request.

The National Association of Retail Grocers has not only much material, but it has staff people available to work with our own affiliated associations, wholesalers, and especially you Extension Service people. The NARGUS staff can assist in establishing and carrying out practically any kind of food program for food store owners and food store personnel you may wish to consider, keeping in mind always that the aim and purpose is to bring food to the consumer in the most efficient manner possible.

We have on the NARGUS staff men experienced in all lines of food store operation, especially in the perishable field, including fresh fruits and vegetables, fresh meats, dairy products, bakery products, etc.

While this staff has been organized and all the materials developed, retailers have been working with their wholesalers on what we like to call "cooperation". It is really a very simple process. What has happened is that ambitious and enterprising retailers are working with the same type of wholesalers, whether they be retailer-owned, voluntary groups or old-line wholesalers, in bringing food of the quality desired to consumers at the lowest possible price, and in the most efficient manner consistent with the desires of the consumer.

Most of these cooperative working relationships began as small undertakings with a few retailers working with one wholesaler or by a group of retailers setting up their own wholesale house. These groups have grown until we have many of them around the country, some small, some of average size, and some with multi-million dollar volume, all working closely together on the same objective of selling more food to more people more economically.

You may rest assured that we understand that what has been done through cooperation of wholesalers and retailers in the field of training is only a drop in the bucket.

May I just briefly outline one more step which has been taken by the organized retailers of the nation. NARGUS has made a grant to the University of Chicago to set up a center where young people interested in the operation of retail food stores may receive a formal education in business management and store operation. Operating food store owners also may have the advantage of short courses in food store management. Basic research on the problems relating to food stores is also provided for in this program. I do not expect to live long enough to see the major results of this far reaching step. For your information, the first research project is now being undertaken and the first short course will be scheduled for March 1952. The first students in the formal education program will be enrolled in the fall of 1952.

In the time allotted I have attempted to briefly outline the progress made, the opportunities offered, and the problems facing retail food stores. We are earnestly hopeful that more and more extension services will develop and carry out programs along the lines of those now in operation in Indiana, Wisconsin, and Illinois. Please forgive me if I have failed to mention others, but in these three States we do know about the work being done and many of our staff members have worked with your people and much of NARGUS informational materials are being used in your training programs.

#### WHAT EXTENSION IS DOING IN RETAILER EDUCATION

by

R. S. Beck, Extension Service, U.S.D.A.

As Mr. Dixon brought out in his talk yesterday on trends, educational work in marketing with food retailers is a relatively new phase of Extension's marketing program. But considerable

progress has been made in the past 2 to 3 years. Mr. Browner has just pointed out some of the needs of the future and the interest of NARGUS in cooperating in connection with the great educational opportunities ahead.

We now have work being carried out by full-time retailer specialists in 8 States; while in 4 States and 2 Territories the regular fruit and vegetable marketing specialists are devoting part of their time in the interest of better retailing of farm products. In addition, a regional retailer education program is now underway in the six New England States which is headed up by a full-time retailer specialist who will give leadership and lend assistance to the specialists responsible for incorporating retailer work in their marketing programs.

Educational programs under RMA projects are in operation in Alabama, Florida, Illinois, Indiana, Maryland, New Mexico, Rhode Island, and Wisconsin. Work with retailers is also carried out under broader titled projects in the States of Massachusetts, Michigan, New Hampshire, and New York, and in the Territories of Hawaii and Puerto Rico.

Most of the work has dealt with buying, receiving and preparing for sale, pricing, displaying and merchandising, and overnight care, especially of fruits and vegetables. Some work has been done on store check-outs and further expansion is including work on poultry and eggs, meats, dairy products, canned and processed foods and store management problems.

#### Examples of State Retailer Educational Work

In the next few minutes I shall attempt to review briefly a few of the different types of activities carried on in different States.

In Florida, the specialist conducts classes in stores of participating retailers. The course usually consists of four 2-hour meetings.

Illinois, Maryland, Michigan, and other States conducting retailer classes hold their meetings at convenient meeting places. Their courses usually run from three to five meetings.

In all cases the lecture method is supplemented by fresh produce for demonstrational purposes, slides, motion pictures, charts and handout materials covering the principle points in the course. Follow-up visits are made by the instructors to the stores of participating retailers where individual problems need to be dealt with.

Newsletters and mimeographed bulletins are prepared by specialists from time to time. They deal mainly with market outlook and current developments of interest to the retailers.

Indiana has adapted their mobile classroom so as to include meat and poultry schools which are now a part of their retail merchandising program. Wisconsin also is using the mobile trailer classroom method of carrying on their retailer educational work.

Maryland gives counsel and assistance to retailers desiring to improve their store operating efficiency. This has dealt mainly with counsel in the installation of the USDA-type checkout stands and instruction in their use to get the most out of them.

In New York they are working closely with several groups of stores on demonstrations of merchandising apples. They work closely with the management of a retail food chain in planning and carrying out these demonstrations. With apple shippers they have used apple box stuffers with suggestions useful to retailers.

In connection with its schools for retailers, Illinois met a demand for store lighting information by bringing in a guest speaker who is an expert on that subject.

Connecticut last year used the marketing information approach to reach retailers. They prepared and distributed bulletins and leaflets dealing primarily with suggestions to retailers on the care, handling, and merchandising of fruits and vegetables. Last year New Hampshire carried out pilot merchandising demonstrations on apples in a number of retail stores. These included an apple pie display and a revolving display of apples. Records were kept of sales before the displays were used as well as during the display period. Thus, statistical evidence of the effectiveness of these displays was measured and reported in their Extension Folder 19 "Advertising Increases Apple Sales."

I have just attempted to illustrate a few of the types of activities carried on in different States. These are by no means all-inclusive.

#### What the Federal Office is Doing to Help Program Along

Now I should like to take a minute or two to list a few of the activities our Federal Office has been carrying on to help this retailer education program along. These activities include:

1. Assistance in program development -- with individual States and in regional projects in planning and suggesting ways of carrying out programs; including workshops.
2. Reporting work and accomplishments for funds justification to government agencies such as the ARA, Budget Bureau, and Congressional committees — we depend a great deal on your annual reports for this type of information.

3. Assistance with interchange of State information pertinent to your programs — your annual reports, current reports, and supplying us with copies of materials you use, and personal visits and correspondence are important means of making it possible to serve you in this respect. "Tips and Topics" is used to help implement this interchange in retailer education work.
4. Supplying you with Department of Agriculture research information.
5. Serving on Department of Agriculture committees and serving as liaison between Extension and bureaus and agencies.
6. Making and keeping contacts with trade associations with common interest in our educational work.
7. Preparation of materials to assist you in your work. Examples of these are the filmstrip on retailing prepackaged produce and the catalogue of educational materials for use with food retailers. A guidebook is in the process of preparation which includes some suggestions on program development and detailed lesson plans for conducting classes with food retailers.

In all of these areas we wish to intensify our efforts and serve you folks and extension as effectively as possible.

Let me conclude by saying -- a wonderful start has been made in this relatively new phase of Extension's marketing program. The opportunities are great in this retailer education field as is suggested by nearly a half million retail food stores in this country which constitute an important link in the marketing chain. It is also most gratifying that retailers are so interested in and appreciative of educational assistance.

✖ RETAILER EDUCATION IN ALABAMA ✖  
by  
Austin Ezzell

Experience with retailers and other distributors while I was engaged in a consumer project in Birmingham indicated a need for more marketing educational work with retailers. It was quite obvious that the marketing work we were doing with producers on the one hand and consumers on the other hand could be made more effective by doing similar work with distributors, especially retailers.

When the report of the Extension Director's Marketing Committee was issued, (Chicago meeting) suggesting that a logical approach

to the job of extension marketing should include work with producers, distributors, and consumers, we in Alabama rearranged our program to include a distributor project. It involves simply a shift in emphasis from a part of one RMA project to include, with the same personnel and funds, some work on food distribution in general with emphasis on marketing training for fresh fruit and vegetables retailers.

#### In-Service Training

In order to learn more about the actual conditions under which retail fruit and vegetable merchants work, we arranged a six-week period of in-service training for me in various markets in Atlanta and other Georgia cities and towns. This out-of-state area was selected to insure better possibilities of my actually getting to work at the various jobs necessary in retail produce departments, buying on the market, and warehouse distribution. Too, it permitted me to learn techniques and methods among people with whom I had not worked or will not work in developing the educational project.

Briefly the training in Georgia consisted of two weeks' work in an independent supermarket in Atlanta, one week in a modern chain warehouse and with delivery from the warehouse, a three-day produce school conducted by a large chain, three days in one of the same chain's stores in Columbus, and one week in an independent supermarket in Thomaston. I helped buy produce on the Atlanta State Market for both the independents with which I worked. One day in each of two weeks I was placed in complete charge of the produce department in an independent supermarket. I traveled with a delivery truck from an Atlanta warehouse to several "country" stores to deliver produce for the chain with which I worked. I also traveled to the Atlanta Market with a local jobber from Thomaston to buy produce for the supermarket in which I worked there and several others between Atlanta and Thomaston.

#### Retail Training Schools

Since wholesalers, jobbers, and other types of distributors look upon the retailer as their "outlet", and since a very large portion of the losses and wastes in handling produce occur at retail, we feel that much can be done in developing better food marketing by concentrating some effort on retailer training.

Better handling from the time produce reaches the retail store until it is checked through the checkout counter is one important objective of our retailer training. Greater volume of sales is another major objective. So, with these objectives in mind we have developed a program for arranging and conducting schools for training retail store managers, produce department managers, produce clerks, or others who handle produce at any time in the retail store. The training consists of improved methods of handling produce at the unloading platform and in the back room, preparing for display, displaying, merchandising, and simple record keeping.

Schools are arranged by the county agent in cooperation with local wholesale distributors, refrigeration equipment dealers, retail merchants' organizations, and others. From 12 to 15 merchants are enrolled for each day's training. Produce is supplied by local distributors. Display cases are provided by refrigeration equipment dealers, and instruction is provided by specialists from the state extension service.

Instruction is principally of a demonstration-participation nature, but several pieces of visual teaching material also are used.

#### Follow-Up

Much of the value of our training can be lost, we feel, unless we do a carefully planned follow-up job. Experience in this field will show us what is needed as follow-up material and activities. But as a beginning we are planning a monthly news letter to be prepared largely by extension specialists and distributed by county agents among the merchants who have attended our schools. Visits from the agents, use of the merchants who have been trained as leaders in appropriate extension service activities, and general recognition of them as a part of our marketing program also will be used in the follow-up program.

A manual containing details of the material covered in the schools as well as much other pertinent information will be given to each participant. Reference will be made to this manual from time to time in the newsletter and otherwise to encourage each merchant to use it when a need arises.

#### EXTENSION'S OPPORTUNITY IN A NEW FIELD by Miriam J. Kelley, Kentucky Field Agent in Marketing and Consumer Education

Marketing and Consumer Information projects open a new field of endeavor - a new challenge and a responsibility to help foster an understanding between the agricultural producer and the consumer. Mrs. Customer has the problem of feeding her family a satisfying diet that will meet nutritional requirements and yet stay within reasonable limits economically. Consumer education in selection of foods can be supplemented with information about production, marketing, processing, retailing, in order to give her a better understanding of all the problems involved.

The Kentucky project in Louisville, set up three years ago, is beginning to show definite results of a working relationship between producers, handlers, processors, retailers, and consumers. It seemed wise to learn something of the potentialities of an urban program before organizing county projects across the state. The Louisville project has been the test plot but because of the developments and requests for many types of information by radio, television and meetings, only one county program is underway. A project centered at Lexington, in Fayette County, with two neighboring home demonstration agents assisting is further evidence that a marketing and consumer education program will work in a smaller urban area with the same cooperation and interest from those who furnish food supplies, information, handle, process, and retail food to those who buy and consume.

Evidence of cooperation all along the way is shown in these comments which have come in letters, by personal comment, and by chance:

From the wife of a sweet potato grower - "We are too busy digging potatoes today for me to write you a letter, but this card will do to tell you how much we appreciate what your program is doing for us farmers. My husband says for me to tell you 'we think your program is tops, Mrs. Kelley'. It was so good to hear our neighbors on your radio program the other day."

A wholesale produce handler said - "We can see definite results of your work - more people, just ordinary consumers - come in to buy fruits and vegetables by the bushel. If they haven't learned to identify varieties, they are much more interested in asking about them and how they are best used."

A trailer-truck owner unloading apples while watching a radio recording being made on apples at a wholesale house - "You must really be helping both the apple man and the consumer with this kind of information - and both need the kind of help you can give."

A pre-package operator - "You're not only helping us - but you're helping the farmer and the housewife. Let us know when we can give information or furnish samples for demonstrations. I'll soon be using a new package that will give consumers an advantage of seeing more of the product quality inside."

A turkey-poultry producer and processor was asked to help with a television program on turkey selection and commented "we're too busy right now to do anything but get these turkeys ready for market - but we'll help because helping you helps our business too." The owner's wife not only appeared on the program and furnished turkeys of different sizes for the demonstration but also they sent two of the men to take care of the live turkey used on the show and to help see that everything went right.

A meat packer - not only sent the beef sales manager and cuts of meat for a television show but appeared on the show with a representative of Office of Price Stabilization in a discussion of regulations as they affect the cuts of meat the consumer can buy.

A chain store buyer not less than once a week says "You've helped us more than anyone can measure - any product in any amount we can supply is yours anytime you want it - remember those carloads of rutabagas you helped us move last year when they were so low in price?"

An Associate County agent working with fruit and vegetable growers - "We are beginning to see a more interested attitude on the part of farmers to do a better job of handling and grading - your program has helped them to see the need for packing to suit the consumer."

Consumers speak too -

"I never knew before that fruits and vegetables were seasonal and might influence price."

"Information about methods of marketing have been especially interesting."

"Keep giving us information about different varieties and their best uses."

"I learned how for the first time to cut up a pineapple just hearing you describe it on your radio program."

"What you have done for me in giving me confidence in myself in food buying cannot be measured."

"Please put my daughter-in-law on your mailing list - she'll take your suggestions much more quickly than mine - and I have learned so much about better buying, shopping with a list, and home storage of foods."

Marketing and Consumer Information offers Extension an opportunity not only in a new information field, but to reach thousands of new people never before touched but indirectly by any Extension program. The urban consumer not only gets helpful information but her understanding of producer problems makes her more tolerant of prices, more appreciative of quality and variety received. The producer sees further than the first buyer when he prepares a bushel of potatoes for sale - more often he's considering how he would spend his money for that product if he were Mrs. Consumer with a limited amount of money for food. Is the quality and pack what she would want? Is there another variety or another method of handling that would serve her better and be more profitable for him?

There's a challenge too to re-examine the teaching methods used - Extension methods to be adapted to suit the increasing competition that educational programs have from every field, especially from radio and television. It might be wise to adapt old and tried Extension methods used in small meetings where from 5 to 50 people are reached (and 50 is probably a top figure for most Extension meetings!) to give the same information with almost the same amount of effort to thousands of people who could hear and see by radio and television.

Extension Marketing and Consumer Information people must meet this challenge by applying to their teaching methods some, at least, of the devices used by national advertisers. The same devices, adapted to our purpose, that will sell soap and cigarettes by radio and television, will also sell ideas - whether the people are reached by radio, by television, by newspaper, in meetings, or by any other means of mass education.

We have a responsibility - a challenge - and an opportunity in the new field of marketing and consumer education not only to spread the story to thousands of people before unreached, but also to aid in developing understanding of the inter-relationship of each group in the marketing channels from producer to consumer.

#### WHAT WE ARE DOING IN MARKETING EDUCATION FOR CONSUMERS

by

E. A. Johnson  
Extension Service, U.S.D.A.

Marketing education for consumers has become an important part of extension work during the past four years. Puerto Rico and 15 States have RMA projects and 9 other States are cooperating in 4 regional programs. In almost every State some educational work in marketing does reach some consumers. Of course, we realize that we have a long way to go before we reach a large percentage of the people because there are many densely populated areas where the program is very limited in its operation.

No two programs are exactly alike. Each one is an adaptation to local conditions and to the training of the project leader. State-wide programs are used in 9 State projects and in 6 other cooperating States. In 7 projects the emphasis is on work in a large city, with some reaching out to serve some other cities in the State. Here in Alabama, this year's program places more emphasis on the State and less on the city of Birmingham than the program in operation last year.

When I speak of a State-wide program, I am referring to those where educational material is prepared at the State office and sent out to the counties for dissemination by county extension agents. When Mrs. Ramirez and Miss Overby describe their work, you will get specific illustrations of these programs. City programs are represented by the work Mrs. Kelley is doing in Louisville, Kentucky.

There are four regional programs, each serving 2 or more States in 4 quite different circumstances. In New England, the Boston office serves 6 States by means of the weekly bulletin which includes radio and news releases. In the New York metropolitan area, one large population center is served primarily by a weekly bulletin going directly to extension agents in nearby counties and to radio stations, newspapers, and institution managers. In Wheeling, West Virginia, the program serves an eight-county industrial area with many small cities. The Kansas City program serves a large agricultural area with scattered cities.

For a brief summary of what consumers and others say about this work I wish to give you a paragraph from a State report:

"I want you to know I have enjoyed and learned a great deal from your Monday morning television programs. I am a young homemaker and the knowledge I have received on vitamin content and marketing have been very beneficial to me and many of my friends who also see your television program. I have saved on my food bills by marketing at the right time, and by knowing the vitamin content of the various foods. I have a good healthy family of four."

This expression of appreciation from a young homemaker is typical of many received by extension workers in the State where consumer education programs are in operation.

For other illustrations of the effectiveness of this work, we will hear from persons with first-hand experience in consumer education.

THE CONSUMER MARKETING JOB IN ACTION  
by  
Loa Davis  
Extension Service, U.S.D.A.

State programs have been described to you by Mrs. Ramirez and Miss Overbey. Mrs. Kelley has described an urban program. Subject matter has been touched on. The Specialist in Consumer Education really pulls together material from many agencies, from home economists, from the trade, and from you commodity marketing specialists. She interprets it in terms of the consumer and her problems. Then she reaches the consumer with this information at a time when it would be of the most value to her. This is a big order - one that can be filled only with your help. It is a matter of being sure the consumer knows what crops are at their peak and when they are a good buy. This teaching is done successfully only when basic principles are being taught at the same time.

Who is this food shopper we are talking about? She may be rural. Farm and home account books show that Iowa farm families bought two-thirds of their food supply in 1950. She is more likely urban, with that area accounting for a much higher percentage

of our population. Men, women, and children do the family food shopping - and all need helpful information.

Many women have a dual role - career and home. Because of their homemaking practices, they buy services with the food. Quick cookery may be a part of their standard. Nineteen million women work outside the home. This is just one million less than the peak in World War II. More women on the pay roles are married than are single. There are over four million working mothers with children.

All of these food shoppers have the same problem. With the money, time, and energy they have they want to buy health and happiness for their families. Our problem is how to reach these various groups with the most helpful marketing information on how to spend their food dollar and at the same time promote best utilization of agricultural products.

#### THE CONSUMER MARKETING JOB IN ACTION

by

Dorothy Overbey  
Consumer Education Specialist, Alabama

The Consumer Education in Marketing work began in February 1949 with offices in Jefferson County. The project was set up to promote better marketing practices among consumers in the highly populated area located around Birmingham. More than a million of the three million people in Alabama live in this trade area. This is where a majority of the agricultural products in Alabama are sold and seemed a logical place to start such a project. For more than two years the work was carried on here by the Consumer Education Specialist by holding demonstrations on wise buying with consumer groups, by three regular radio programs, a bi-monthly news letter, and other minor ways.

In the spring of 1951, it was thought wise to move the office to the State Headquarters for Extension Work in Auburn. This meant less work in one concentrated area and more work would be done in the counties where Extension Workers felt a need for this information in their programs. Since that time, training meetings have been held for club leaders in 17 counties. The leaders passed on to their club members information on wise buymanship through demonstrations on Selection and Care of Food and related subjects in Consumer Education in Food Marketing.

#### THE CONSUMER MARKETING JOB IN ACTION

by

Mrs. Judith Ramirez  
Consumer Education Specialist, Puerto Rico

The Consumer Education Project began in Puerto Rico in July 1948. Before this time Puerto Ricans have never had a consumer education program. Yet, the need for such program in Puerto Rico

is greater than anywhere else. Undesirable consumer practices have prevailed through generations. The task of buying has been in the hands of untrained persons never assisted in the proper selection of products.

These people are completely ignorant as to merits of grading, the value of labels, adequate substitution of products and proper handling of products.

Low economic conditions, large size of families and marketing difficulties are responsible for the low food consumption in Puerto Rico.

Not only is consumption low, but likewise, poor in quality; only 50 pounds of fruits and 80 pounds of leafy and green vegetables are consumed yearly per person, compared with 224 pounds of cereals.

So you see that an effective Consumer Education Program was and is needed greatly as it would assist people in better selection of foods for better nutrition.

There were other problems, for example, most of the food consumed in the Island which is labeled, graded or classified is that imported from the mainland with English labels. It is not possible to expect, without proper orientation, to have these people benefit from the information written on the labels in a language not their own.

There is likewise a great need for consumers being informed of local products being marketed in the Island. They need to be informed of the product in season and the merits of substituting products of better nutritive value for those that are expensive and lower in food value.

How we do our work:

Activities for producers, handlers and consumers have been organized. Several methods and techniques have been used by the Specialist and Home Demonstration Agent. Orientation has been given to improve consumer buying practices, to improve marketing conditions and to emphasize the use of Puerto Rican foods.

The organization of the information center is the chief activity in our program. This activity covers the improvement of sanitary and attractive conditions in market places.

In these centers we give method demonstrations on the preparation of Puerto Rican food stuff which is in season, so it is plentiful and cheaper.

Other activity includes the short courses given to vendors of the market places. The purpose of these courses is to give knowledge to vendors about the importance of hygiene in selling of foods products; also the benefits obtained from having an organized and cleaned store.

Other activities are short courses about general information valuable to consumers, radio programs (13 monthly), preparation of illustrative materials, such as posters, leaflet For the Consumer, press information, exhibits and tours.

Our goals for the future are to help more effectively a greater number of consumers and to make these consumers better buyers.

EXTENSION ORGANIZATION AND TRAINING FOR A  
BROADENING MARKETING EDUCATIONAL PROGRAM

by

Dr. H. B. James, Head  
Department of Agricultural Economics  
North Carolina State College

I. Introduction

It is indeed a pleasure and a privilege to discuss this topic with you today. It is a topic to which I have devoted considerable attention during the past two years and one about which I have finally formulated some rather definite opinions. However, I must warn you that some of my ideas have not been tried over a sufficient period of time to prove their merits.

My plan of attack this afternoon is to discuss; first, the functions of Extension Marketing; second, to mention briefly some of the functions of Marketing Research; third, the organization of an Extension Marketing program; and fourth, a training program for Extension Marketing.

II. Functions of Extension Marketing

A. To carry useful information to all groups concerned with the marketing of farm products.

I would interpret this statement to include the producer and the consumer, as well as the service groups in between these two extremes.

By useful information I mean information that can be used to improve economic decisions in regard to future actions. It is not a purpose of this paper to discuss the type of information which is needed for the development of a sound Extension program, but I do want to emphasize one point: The information, regardless of its nature or source, must be information which will be useful to the recipient in making economic decisions regarding future activities. This means that all the information we use in an Extension Marketing program must be appraised in terms of the use the recipient can make of it.

As I understand it, the Extension Service was founded to assist farm people in improving their farm business and level of living by making available to them useful information and

by demonstration of its usefulness. You will notice that in the case of Extension Marketing, I have not confined the Extension workers' activities to farm groups; to do so would be to limit his efforts to the point where he could do very little in the field of marketing, since the farmer, in many cases, performs very few of the marketing functions. Never-the-less, I am saying that the Extension Service is essentially a "go-between" - the user of marketing information and the supplier of this information. I realize, of course, that the Extension Marketing Specialist does supply some of the data he uses, and I feel that he should, but in the main he must depend on Research, the trade, and allied sources for much of the information he needs to develop and carry out a sound and effective Extension Marketing program.

B. To discover problems and channel them to the proper people for solution.

This is an important function of the Extension worker. He should make it his business to keep up with the important problems in his field and to see that these problems get some attention from those groups in a position to provide answers. In other words, I am saying that the Extension worker has a very real responsibility in getting research conducted on important marketing problems.

C. To maintain a chain of contact between the groups of people providing marketing services and the Department and Institution which is responsible for the marketing program.

This is a very important function of the Extension Marketing Specialist. It is part of his job to serve as a "go-between" so that Marketing people in the trade will know what is being done at the Agricultural College and so that the staff at the College will have a better understanding of the problems facing the farmer, the consumer, and the service groups in marketing. This mutual understanding between commercial groups in marketing and the staff of Agricultural Colleges is essential to the development of a strong and effective Extension Marketing program. No group is in a better position to maintain this working relationship than is the Extension Marketing group.

D. To keep pressure off the Research personnel so that they can devote more time to the solution of problems.

Many research workers fail to do a good job simply because they are forced to spend considerable time providing "Bread and Butter" information to pressure groups. A well trained Extension staff can correct this situation with very little effort on its own part.

E. To make it possible for research workers to meet with commercial marketing groups in order to be sure that Research workers are familiar with marketing problems.

Research workers sometimes fail to do their best work for lack of a better understanding of the problems which they are attempting to solve. I consider it a function of the Extension Marketing group to assist the Marketing Research staff in becoming acquainted with marketing problems by arranging for Research personnel to visit with the trade whenever it appears feasible.

F. To develop new educational techniques to be used in teaching marketing.

The Extension Specialist should avail himself of the best-known methods of teaching in order to do an effective job of conveying information to those groups who can use it. We should never be completely satisfied with our teaching techniques, but should continually strive to develop better methods for getting information across to the different groups with whom we work. As we expand our work to all groups from the Producer to the Consumer new and better techniques and methods of presentation must be found.

### III. Functions of Research Marketing

A. To collect, analyze, and interpret factual economic information which can be used by those groups performing marketing services in the solution of economic problems and in improving the organization, operation, and efficiency of their businesses.

This is a broad statement and obviously there is much more work to be done than the average Research group can accomplish in a reasonable length of time. Therefore, the selection of the more important problems becomes of utmost importance. This means that problems must be given some sort of priority based on their relative importance and their inter-relationships. (Quite often it is necessary to have the solution to one problem before one can begin work on a closely related problem.)

B. To provide information which can be used to guide the development of the marketing structure and facilities for agricultural products.

To fail to perform this function is to fail to perform one of the really important functions of the research worker. In the South where agriculture is undergoing rapid changes, this is an extremely fertile field for research in marketing. A little work on the part of the

research worker and the Extension Specialist can result in tremendous improvement in marketing facilities in a time when facilities are being located and constructed.

C. To appraise the economic consequences of the adoption of technological innovations and to estimate the extent to which it would be profitable to adopt new practices.

In my opinion, it is not adequate for an Institution simply to make new technology available to the trade, but it is extremely important to make an economic interpretation of the results which may be expected from the use of this new technology available to the trade at the same time the new practice is released. The trade is not so much interested in new practices per se as in the economic consequences of the adoption of new practices. This field of activity should be the pride and joy of the Research worker and the Marketing Specialist.

D. To develop new methods of analyzing marketing problems.

It is not my purpose here to criticize present methods of marketing analysis, but merely to emphasize the importance of developing new techniques of analysis which will enable us to provide more useful information to the trade. In the past, we have been content in many cases simply to describe past relationships without indicating what future relationships might be. To be of more use to the trade, our research must be forward looking, it must provide information which can be used to predict the outcome of certain courses of action. The trade is forced to make decisions regardless of the type of information at hand. Research should provide more information which will enable the trade to make more accurate decisions in regard to the outcome of future activities. Unless we keep this in mind, I am afraid much of our research will simply accumulate dust on the shelves of our libraries.

#### IV. Organization of an Extension Marketing Program

The field of marketing is so broad and the problems so numerous in relation to the resources available to both Extension and Research it is not surprising that we often become confused and stumble around in the dark trying to find out what to do and how to do it. I suppose the best thing to do in a case of this kind is to appraise the marketing problems in terms of their importance and inter-relationships and the resources available for the attack. In appraising marketing problems, it is sometimes convenient to divide them into two broad, general categories, one dealing with the marketing structure and facilities and the other with marketing efficiency.

A. Guiding the development of the marketing structure.

In an area such as the South, where agriculture is undergoing rapid changes and where new markets are being developed to handle new enterprises, it would seem appropriate to spend a rather large portion of one's resources in attempting to guide the development of new markets. If one is working in an area where rapid changes are taking place in the marketing structure, I do not see how one can fail to take advantage of the opportunity to have a hand in guiding, directing, and molding the future marketing pattern for his area.

B. Improving efficiency in the marketing of agricultural products by working with those groups which perform marketing services.

I would rate this activity second to that of guiding the development of markets. Of course, efficiency in marketing is the goal in either case, but what I am saying is that the opportunities for increasing efficiency are much greater where new markets are being located and developed.

C. Coordination of Extension and Research.

In view of the functions which I have assigned to Extension and Research, it seems imperative that these two groups be closely coordinated. I do not see how an effective Extension program can be carried out without the aid of Research. Neither do I see how Research workers can do the most effective job without the assistance of the Extension group. So much of the real value of the work of both groups depends on the close working relationships between the two groups.

The important question is how do we go about getting this close coordination. How do we go about improving the working relationships between the two groups? In discussing the problem of coordination, it is not my purpose to deal with personnel problems. If the difficulty of coordination is caused by clashes of personality, I suggest that a psychologist be consulted, since I doubt that an economist would be of much help. In studying this problem of coordination, it seems important to spell out some of the details which appear to be important to attaining a close and satisfactory working relationship.

1. Both groups should assist in the development of both programs.
2. Both groups should keep up with the progress and problems encountered in each program.
3. Both groups must be well trained. So far as basic economics and technology are concerned, the training of the two groups should be the same. Research

personnel will probably be more interested in Research methodology, while Extension Specialists will probably have more interest in teaching methods.

4. Research must provide data on which to base and carry out an effective Extension program. A descriptive study of past relationships is of little value unless it helps to define the problem and clear the way for future research, or unless one can predict future relationships based on past relationships. May I repeat, that Extension workers must have information which can be used to solve problems. They are forced to provide the trade with information which it can use in determining future courses of action.

Research workers must keep up with the problems which the trade faces and must know something of their relative importance. Unless they do this, they are apt to waste time and resources on short-run and relatively unimportant problems.

Research workers must be aware of the data needed to develop an Extension program and must be willing to provide these data as fast as possible in line with their available resources.

5. The Extension Specialist has a very real responsibility to carry out in connection with a research program. First of all, he should know what the problems are and something of their relative importance and should assist the research worker in deciding which problems to attack first. Second, he should participate in the design and development of research projects so that he will understand what is being done and what it will mean when it is finished. His assistance at this point will be of tremendous value to the research worker. On many problems the Extension workers' experience and first-hand-knowledge can be of tremendous value in designing and developing research projects. Third, the Extension worker should be willing to assist in the interpretation of research data. He can make a real contribution at this point due to his broad experience and familiarity with problems at the trade level. Fourth, the Extension worker should back and support the research program. Unless he does this, it is hard to see how he will be able to get the information needed to develop a strong Extension program.

6. Extension workers must develop ways and means to carry information to farm and business people. To do an effective job of teaching County Agents and farm and business people, the Extension Specialist must not only understand the problems he is dealing with, but he must know something about methods of teaching and he must constantly seek new and better methods of getting his

information across to farm, trade and consumer groups. Although research workers may or may not know much about methods of teaching, they are likely to have some good ideas about the presentation of the results of their studies.

So far as I know, there is no one organizational setup which is best for all purposes, but I personally think that it is extremely important to have a very close working relationship between Teaching, Extension and Research. I suppose the really important thing is to provide a set of conditions which are conducive to productive work in Teaching, Research and Extension. So far as the average Department of Agricultural Economist is concerned, this means providing adequate physical facilities, competent secretaries, adequate clerical assistance and capable field workers. It means providing for co-ordination with a minimum of red tape, friction, and delay. It means creating an atmosphere in which there is co-operation, a wholesome expression of ideas, freedom, encouragement, enthusiasm, a minimum of interference from the outside and an opportunity to do a good job for and with the farm people of the State.

D. Co-ordinating Extension Marketing with the activities of other departments and agricultural agencies.

No Extension Marketing program can be very strong without the aid, support, and active cooperation of other groups. It is important that we work with the Productive departments, the State Departments of Agriculture, the Production and Marketing Administration, and other groups which can and do assist in the marketing of agricultural products. The job is too big for all of us; my advice is to get all the help you can. All groups should be able to work together in a co-ordinated program. It is your job to provide leadership and help guide this program.

E. The Co-ordination of inter-area and inter-regional programs.

Marketing problems are broader than county, State and regional lines. In many instances there is need for a co-ordinated effort on the part of personnel from different counties, States and regions to solve a problem. Within a State these problems can be handled by administrative decree. Between States and regions they must be solved by cooperation among the States and the Federal Agencies.

V. Training Program For Extension Marketing

In order to facilitate the discussion of this topic I have divided it into three phases, the first phase I have

called formal training; the second phase, on-the-job-training; and the third phase, training county and local leaders.

A. Formal training.

The training of students in college to become Marketing Specialists or to do work in any phase of marketing is an important and a very real problem. In recent years considerable time and attention has been given to the problems of developing a curricula for marketing. In my own opinion, the student needs instruction in the fundamentals of Economics, so that he has available tools for solving problems. As far as I know, there is no separate theory available which applies to marketing alone. The second thing which the college student should be interested in is technology. With a good combination of Economic principles and modern technology, I see no reason why a student would not be able to cope with most any of the problems in the field of marketing.

B. On-the-job training for specialist.

When the specialist or research worker begins work there are many things he must learn which he did not get in school. For example, he must become familiar with the phase of work in which he is involved. You will notice that I did not emphasize the teaching of factual information in College. Whatever the line of work may be, the worker should attempt to learn as much as possible about this line of activity, its history, development, and current problems. With a good background of training in Economics and technology, and with a clear understanding of the industry involved, the worker should make a real contribution in the field of Research or Extension.

I do not mean to imply that all Economics and Technology should be taught at the college level. The worker on the job must continue to keep up with the new developments in these fields and in so doing will no doubt do much to improve his ability to handle Extension and Research problems in the field of marketing.

C. Training County and local leaders.

Several things occur to me on this point; first, one must find some way to get people to understand what is really involved in marketing. Second, people must be taught to recognize marketing problems when they have an opportunity to do so. Third, people must be shown where to begin and how to go about solving specific marketing problems. Fourth, we must find new ways of teaching people so as to do a more effective job in getting useful information to those groups of people concerned with the Production and Marketing and Consumption of Agricultural Products.

THE IMPORTANCE OF DISSEMINATING  
THE RESULTS OF MARKETING RESEARCH

by

Barnard Joy

Assistant to the Administrator  
Agricultural Research Administration, USDA

Progress

There has been tremendous progress in Extension Marketing in the past three years. In spite of this improvement there are many results of marketing research that have not been disseminated to those who can put these results to practical application.

1. Industry advisory committees are almost unanimous in their feeling that the research results presented to their respective committees are not known and being used by those who can put them to practical application.
  - a. The exception among the 20 commodity and functional committees is the committee on cold storage.
  - b. The point of view of these representatives of producers and the trade is summarized in the following paragraph from the report of the meeting of the chairmen of these committees held September 17-19, 1951.

"The research program can be effective in improving agricultural production, utilization and marketing only to the extent that the results of research are quickly made available to producers and distributive agencies in a manner that will facilitate the adoption of improvements. Therefore, we urge emphasis upon the wider and more rapid dissemination of research results through the Federal-State Extension Service information offices, and similar agencies."

2. My own familiarity with the results of research indicates that many results are not being disseminated. Examples are:
  - a. How to load frozen citrus concentrate in a refrigerated truck to prevent "hot spots" in the load.
  - b. How tomato cannery waste can be dried and used in poultry feed.

3. Some industry people say we should have more research contracts such as that with Western Growers Association that developed a new lettuce crate, because research done by a trade association is disseminated immediately to "the trade."

The results of research and extension efforts are reflected in the estimate in F. L. Thomsen's book: that in the past 15 years there has been a 35 percent increase in efficiency in agricultural production compared with only a 10 percent increase in efficiency in agricultural marketing. We can measure the success of our work by the ratio of increase in efficiency of marketing in the next 5 or 10 years. Will it catch up with efficiency in production? The research job is to develop useful facts.

#### The Extension Job

The Extension job in increasing efficiency in agricultural marketing is:

- a. Select useful facts.
- b. Determine the audience that can use the facts.
- c. Communicate with the audience.
- d. Show the audience how the facts will help them.
- e. Present the facts so that the new method or practice will be adopted.

1. Select useful facts.
  - a. Is it a fact?
  - b. Is it useful? Useful in terms of increasing efficiency that will contribute to national welfare - not just one group vs. another.
  - c. What is recommended? It should be specific.
2. Determine the audience that can use the facts. There are many audiences. They vary in characteristics and size. Some examples are:

<u>Audience</u>	<u>Estimated Size</u>
Food buyers (consumers)	40,000,000
Producers	6,000,000
Retailers (and their employees)	2,000,000*
Tomato canners	3,000*
Operators of livestock auctions	2,000*
Truckers of frozen citrus concentrates	500*
Commercial cold storage warehousemen	300*
Operators of corded cotton yarn mills	100*
Body regulating freight rates	1

\* Estimated.

Research facts that will contribute to marketing efficiency are available that each of these audiences can use.

3. Communicate with the audience.
  - a. Mass methods - TV, radio, press are useful in communicating with large audiences.
  - b. Individual methods - visits, letters, small meetings may be the only way to reach small audiences that are widely scattered geographically.
4. Show your audience how they will benefit.
  - a. Most people don't want to be "educated".
  - b. People want facts that will help them make money, save money, or increase their satisfaction.
  - c. Increases in efficiency may have the short time result of more money in the pocket of the agency adopting more efficient methods. The long time result of increased efficiency will be more returns to the producer and less cost for the consumer.
5. Present the facts so that the new practice will be adopted. Presentations must be tailored to the audience.
  - a. Some audiences such as consumers want a minimum of information in simple form about one commodity.
  - b. Other audiences such as operators of carded cotton yarn mills may need and want detailed information including not only what to do, but also how to do it and why.

#### Interrelationship of Audiences

Marketing agencies are in the middle - between consumers and producers. Frequently they cannot adopt a more efficient method unless coordinated educational work is carried on with other related marketing agencies, with consumers and/or with producers.

Coordinated educational programs with several audiences should be -

- a. Cooperatively planned.
- b. Consist of a series of materials and activities, each tailored to one (or more) of the several audiences involved.

### Coordinated Program for the Producer Audience

Coordination is bringing to bear on a problem all available resources that will contribute to the solution of the problem. If Extension doesn't coordinate its information the farmer has to do it when he makes a decision such as what variety of wheat to grow.

- a. Many decisions affecting marketing are production decisions, i. e., having the quality of wheat the market demands is largely determined by the variety planted.
- b. The grain marketing specialist favors the varieties the markets want.
- c. The agronomist in advising on variety emphasizes agronomic characteristics.
- d. On what variety to plant there should be one program that considers -
  - 1. Market demand-price differential
  - 2. Yield
  - 3. Disease resistance
  - 4. Freedom from lodging, shattering, etc.
- e. As the production specialist is already working on these problems the marketing specialist may be able to work with him and through him and county workers carry marketing considerations to producers as an integral part of a single program. By doing this the marketing specialist will have more time to work with marketing agencies.

### Economics is Not Enough

Marketing agencies have technical problems just as producers do.

Research results that will increase efficiency of marketing agencies are available from fields such as

- (a) Work simplification
- (b) Industrial management
- (c) Processing technology
- (d) Efficient operation of equipment
- (e) Quality control, etc.

An example of a good extension job with a small audience (commercial cold storage warehousemen) is that done by the Director of the Refrigeration Research Foundation. He visits warehouses, he visits research workers, he summarizes results in regular letters, and speaks and arranges for research workers

to speak before national meetings. As a result the Cold Storage Advisory Committee made up of commercial warehousemen isn't concerned about dissemination of results - they get them promptly. The Director of TRRF is not an economist - he is technically trained and in the past was a research worker.

### Research - Service - Education

Research is the assembly of data, on a plot or from a sample, that can be applied more broadly. Extension surveys of a local situation to obtain a background for his program is not research.

Service is doing a job for somebody. Some examples are:

- (a) Testing milk by Dairy Herd Improvement Association.
- (b) Soil survey work - soil testing.
- (c) Collecting market news.
- (d) Designing a market for Jackson, Mississippi, San Antonio, Texas, and other cities needing new ones.

Education is giving people facts that they can use in making their own decisions.

Research, service and educational work should be coordinated.

If Extension does research or service work the administrator's conclusion is that Extension believes research or service work to be more important than educational work. He may transfer foods from the educational agency to the research or service agencies.

### Summary

There is much research that needs to be done. If it hasn't been the Extension worker should frankly say, "I don't know".

There are many useful facts developed by research that aren't in use. Find out what they are! Get them to the audience that can use them!

## ADAPTING AND APPLYING RESEARCH IN OUR MARKETING WORK

by

A. W. Jacob

Extension Economist in Marketing - Oklahoma

Extension workers should keep themselves abreast of research work. It is well to be a frequent visitor to the reference and reading libraries of the Experiment Station in search of new ideas. Some new ideas may be impractical in the field at this time, but who knows when farm leaders may ask questions about the new research idea. A farmer recently asked me "how about the dispensing of milk like cigarettes?"

If I hadn't seen the story in a trade house organ and the recent issue of Country Gentleman, I could not have helped him much. I could tell him as much as was known, which wasn't much, but I was "up" on the problem.

So reading is important. You may have "Nowsy" research data come to you in the mail, such as "Marketing Activities" which is issued monthly by PMA. In each issue will be found a list of timely marketing references and hints. Trade magazines will help you keep up to date. Read these before you go to bed. Have the results fresh in your mind early the next morning. One or two good ideas per month is about all any one specialist needs, if they are good enough. Contacts with specialists in other States is important. In Oklahoma we have monthly conferences with the Research Section. At this time one research project is discussed each month. About one-half of the time is devoted to questions.

#### Locating Adaptable Research

The local Land-Grant College Experiment Station is an excellent place to start. Read their bulletins, and advance stories of results. Confer with the research staff in agricultural economics, business administration, commodity sections, chemists, agricultural engineers, on answers to the unsolved problems in marketing for example. What makes wheat go out of condition? Is it an agronomy problem, an engineering, a chemist, or economist problem? Probably more than one are involved.

Private research foundations in most States are concerned with agriculture. They may have the answer or part answer to a problem.

The U. S. Department of Agriculture may have the latest answer. Ask them. I usually write the specialists of the Federal Extension Service to look up the data or facts from research for me as it saves time. They have the find-it "know-how" and also appreciate the importance of immediate need. Many new ideas come down through their set up as "Corn Belt Studies of Livestock Marketing", "Changes in Egg Quality During Marketing", special bulletin 361.

Some trade organizations have research branches as the National Cotton Council, Armour Research, Swift and Company, etc.; all have contributed much to research. They are trying hard to make the most of their studies practical, such as cutting the costs in marketing. A large portion of the research done by trade organizations is in the field of reducing waste.

Adapting and applying research after you find it

A. Adapting

1. New research should be studied carefully for the parts which are practical to be used in Extension work.
2. Think through the short-time and long-time aspects of the new idea - take it to the State or county marketing or planning committees for conference. Talk to farm leaders and lay farmer leaders who are interested. Ask them what would be the result if this idea were tried in your county. Would the farmers be better off? How about the handlers? Do they have the equipment and "know-how" to operate the facilities needed - will they help? Will the consumer buy more and keep it up? Take out the "bugs" and make practical use of the idea so that it will be (1) simple to use in every day marketing practice, (2) it must be financially profitable. Grading eggs, for example. Will everybody in the industry be happier in 3 to 5 years ahead?

B. Applying

1. The new demonstration is based on research data applied in other areas. Will this new area respond like the one did where the research was carried out? Nobody knows. To make sure, conferences, education, and "pro-and con" discussions should be undertaken. Some psychology, salesmanship and hard work are needed also if the "green light" is given from the research "to try the research idea out". Personality and salesmanship have a big place in marketing where we deal with groups. So the adaptable idea must be sold to the community or groups.
2. If the idea passes the test with farm leaders take it to the administrators and extension agents. In some cases these men should be approached before the industry leaders. If they like it then select out a few trial counties or communities. Talk it over with the leaders in these selected areas. It is best to select an area which is likely to give it a good trial. Results in marketing are slow, so caution folks to not be too hasty in coming to conclusions. It takes 4 years to get over a milk bargaining association program - about 6-10 years for a cooperative milk distribution plant. When the trial areas are successful, move on to new ones.

3. Consumers - will the new graded product or other marketing practice go over with the consumers?
4. Follow-up and don't stay away long - check up as an advisor or interested observer as to progress.
5. Results should be given through the press, radio, local meetings, tour, etc.
6. Now the idea is ready for general use - spread to more counties on the same basis.
7. Experience may show that newer and better research is being carried on in the demonstration itself. If so, use the adaptable version in new areas.
8. The new experiences in operation are used along with the research to spread the idea much faster and further as marketing cottonseed on grade.

Example: The following research data was applied in Oklahoma to the Extension Poultry Project by Hubert Lasater, Poultry Marketing Specialist.

1. Time and arrangement studies are applied to poultry processing plants.
2. Decrease of quality and loss in grade of eggs in storage, as well as from holding eggs in retail stores under varying conditions of temperature and humidity.
3. Survey of where people purchase eggs and why they purchase them.

#### Wheat Marketing, by J. R. Enix and Ed Granstaff

1. Information from Kansas Milling Laboratory, U. S. Department of Agriculture, Manhattan, Kansas, in the use of the forinograph curve in determining whether a variety of wheat was a good or poor variety for milling.
2. What is sick wheat (research data) distributed to feed crop section.
3. Storing wheat on the farm or at elevator - a farm credit study.
4. Use of compounds in the saving of high moisture wheat.

#### Dairy Marketing in Oklahoma

1. Special type barns assist in producing grade A milk which sells for a higher price.
2. Use of truck routes for cream assembly to maintain quality in areas of small production.

### Cotton Marketing

1. Research determined that cotton gins should have at least 1,000 bales volume to gin each year to pay expenses.
2. Research showed the way for the introduction of the cotton stripper in Western Oklahoma.

### Summary

- (1) It is obvious that the methods of adapting and applying of research to extension work varies with projects.
- (2) We know that every day new research in marketing is being used in the marketing field by industry, some at the suggestion of extension workers and other agencies.
- (3) It is a challenge to extension to be more aggressive in using new research in our work. The significant changes in production through research point to the possibilities of adult education in this newer field.
- (4) The task of "sorting out" and adapting and applying marketing research to practical use is much more difficult than for production as group action of producers, handlers, and consumers are involved. Frequently the consumers involved are miles away from the production area and adequate means of knowing their reaction to a grading or other marketing practice will not be immediately available.

### USING RESEARCH IN MARKETING PROGRAMS IN ARKANSAS

by

Ben P. Clift, Jr., Extension Economist

#### 1. Sources of Research Information:

- a. From U. S. Department of Agriculture, Research Division, and from the Federal Extension Service.
- b. From own State colleges and experiment stations.
- c. From colleges and experiment stations in other States that have research departments.
- d. Through reliable industrial organizations or from other organizations such as the American Milk Institute and National Dairy Council.
- e. Through cooperation of the Farm Credit Administration working with other agencies such as the Health Departments and State Departments of Agriculture.

2. How to Apply Research Information:

- a. It is desirable that the Marketing Specialist keep a current and complete file for sources of research information which is available for immediate use,
- b. Familiarize Extension personnel with research data or information to be used and explain how the information will help solve the problem.
- c. Get approval of Extension administrators for the use of research information.
- d. Familiarize county Extension personnel with research information and how it will help with their problems.
- e. Enlist the cooperation of other interested individuals or organizations.
- f. Any research information used should increase marketing efficiency.
- g. Only facts should be presented. Individuals or organizations who will benefit by use of research information should decide themselves whether they will adopt and use the research findings.

3. How to Present Research Information:

- a. Use the usual Extension methods such as radio, news releases, visual aids, individual methods, visits, letters or small meetings.

4. Example of How Research Information has Assisted with Marketing Problems in Arkansas:

- a. In the field of work with fruits and vegetables, The Arkansas Economics Department made a study of the Kansas City market and results of this study showed that Arkansas products were poorly packaged and of poor quality when they arrived on the Kansas City market. Results of this study has led to improvement along quality lines and the use of grades in selling these products.
- b. Some fifteen years ago the Economics Department made a study of the broiler industry in Arkansas. At the time the study was made, they found the quality of baby chicks to be poor, that producers were using low quality feeds, and that there was a lack of adequate processing facilities, and that these facts were resulting in increased production costs.

Immediately following this study, cooperative poultry processing plants were established and by working through these cooperatives, considerable progress has been made in lowering production costs and improving marketing conditions.

- c. Recently, the Dairy Research section of the University has made a study of farm cream sold in Arkansas. This study indicates a high acidity test for a large portion of the cream sold. There is a need for more frequent deliveries of cream. To keep down the high acidity test cream should be delivered within a seven day period if possible. This finding should enable us to project a marketing program that will be beneficial to the cream producers and the industry in this State.
- d. A seasonality of production study was made by the Dairy Research Division of the Rural Economics Department, University of Arkansas, some two years ago and results of this study revealed a wide fluctuation in the seasonal pattern of delivery of fluid milk to plants and dealers in Arkansas. As a result of these studies, marketing recommendations are being made to processors and producers about possible ways that the extreme seasonal fluctuations in milk deliveries can be corrected.
- e. It is suggested by the Extension Administrator's Department that the marketing specialist in Arkansas spend a minimum of two days each month with the Research Department at the College of Agriculture.

EXTENSION METHODS  
by  
Loa Davis  
Consumer Education Specialist

Kelsey and Hearne say that the specialist's role is to provide effective educational leadership in a subject-matter field. He aids the supervisor and agent in the procedural work but he is primarily responsible for solving problems in ways that are scientific as well as practical, economical, and easy to apply. He originates teaching methods and devices. He prepares written materials and visual aids and should be competent in all extension teaching methods. His first obligation is to train the field staff and to provide assistance and material for the use of cooperative workers and leaders. Important work is done with such groups as trade groups and dealers. Personal service is held to a minimum consistent with the need for being familiar with current conditions. He prepares the intricate findings of the research worker for use by the groups who need it to improve the practice and operation. In short, he is the key man who helps put science into practice.

He analyzes the situation.

He knows subject matter.

These methods fit easily into four groupings in a study done by the Division of Field Studies and Training.

1. Methods that reach individuals.

- Demonstrations
- Result demonstrations
- Farm and home visits
- Office calls
- Correspondence
- Telephone calls

2. Methods that reach groups.

General meetings where we may use - but never abuse -

- Lectures
- Panels
- Skits
- Charts
- Slides
- Movies

- Method demonstration meetings
- Leader-training meetings
- Extension schools
- Marketing clinics

3. Methods that reach masses.

- Television
- Radio
- Field days
- Fairs and exhibits
- Cartoons
- News stories
- Magazine articles
- Posters
- Bulletins
- Circular letters

4. Indirect influence.

It is not a question of which group is best, but a question of doing something in each group when applicable. Many of the problems we work on in marketing are not adaptable to group methods if only a specialized few are interested or if the competition is keen.

Much of marketing education work will be done without respect for county lines due to the nature of the problem. County extension agents will learn to understand this. Much marketing education work can be done through county extension agents. It is our job as specialists to help them spot these problems.

An important method which we must not pass by is the annual report as a method of self evaluation. What did I expect to do? How much did I do? How? What was not done? Often an evaluation of our failures can become as helpful a part of the annual report as is the evaluation of our successes.

METHODS THAT WORK IN MARKETING FRUITS AND VEGETABLES  
IN NORTH CAROLINA

by  
George S. Abshier

A little background information on our marketing picture will help explain, I think, the reason for using the present approach to fruit and vegetable marketing work in North Carolina.

Up until just recently, marketing has received very little attention, not only by the Extension Service and Experiment Station, but by the producers themselves. As a result, the marketing structure just grew up, like Topsy, and evolved into an "Auction market - huckster" system.

Some of the resulting inefficiencies and shortcomings were fairly apparent when attention was finally directed to marketing. It was easy to see the poor quality products, the lack of uniformity in grading and packing, the inadequate intra-state distribution, the lack of use by producers of available market information, the lack of adequate price-making forces, processing facilities, storage facilities, and simply the lack of markets, and many other problems of this sort. There were, and still are, other problems not so clearly defined.

With this picture in mind, the problem of approach was to be decided upon. We felt that the selection of an approach to a problem should be guided by where the most could be accomplished by the available manpower and other resources. With this thesis in mind, and in view of the over-all marketing picture, it was decided to attack the marketing structure first, and to place secondary emphasis on detailed marketing practices.

In other words, we felt that the greatest benefits could be derived for the fruits and vegetables industry by guiding the development of market facilities with particular attention being given to supply, potential demand, location, scale, organization of the market, and the operation of price making forces.

Now, specifically, how does this approach work?

Three specific objectives were outlined to provide the educational program to improve marketing methods and the marketing structure for North Carolina fruits and vegetables:

- (1) To demonstrate how basic marketing problems for fruits and vegetables can be solved once they are isolated and defined.
- (2) To present the facts and demonstrate the solutions to those concerned so that corrective action may be taken in all areas of the State.
- (3) To distribute information to producers and consumers on the changes being made in the marketing of the fruits and vegetables to insure better quality, uniform grades, and efficient handling.

The method used to accomplish these objectives consists of six major steps:

(1) Isolate the problem.

Meet with representatives of producers, distributors, and cooperating agencies to determine what they consider the specific problems. This will fulfill a dual purpose, in that not only will the problems be determined but each group will be acquainted with the problems encountered by other groups. For instance, the producers will learn the problems with which the distributors are faced, and vice versa.

(2) Develop alternative solutions.

Determine possible solutions to the problems thus isolated and defined. This will be done by using all available information on production and marketing. Both primary and secondary data will be collected and analyzed. The consequences of all alternatives will be appraised.

(3) Present alternatives.

After alternative solutions have been developed, meet with representatives of producers, distributors, and cooperating agencies to present these alternative solutions and, with this group, determine which of the alternatives is most practical and feasible to meet the specific problems involved. This will be necessary, since the adoption of any program advocated will depend in part on how well the program fits the needs of those concerned. By securing agreement as to what is the best solution, a good start will have been made toward securing adoption of the program presented.

(4) Apply selected alternative.

Demonstrate with the particular groups concerned, i. e., producers, distributors, and various agencies, how to put the recommended solution into effect and how to secure the desired results. In some cases, this will entail cooperative efforts in one particular area or with one

particular product to prove by practice that the solution arrived at will work. Necessary technical advice will be furnished by the cooperating agencies to achieve these objectives.

(5) Publicize adopted alternatives.

Acquaint all interested parties with the solution chosen. Through media such as meetings, radio, and the press, the accumulated information can be distributed to those concerned to bring about needed changes in the marketing facilities and practices.

(6) Acquaint consumers with developments.

Through meetings, press, and radio present information to consumers on new methods developed and what these will mean to consumers. This involves informing consumers of the developments and changes which are taking place and interpreting these changes in terms of their effects on price, quality, dependability of supply, value relative to other food items, etc.

Does this approach work:

It is difficult to measure the effectiveness of such a program in the short run - the project has been underway a little over a year. The enumeration of new marketing practices and new market facilities will afford measures of results. The economic benefits can be determined by an analysis of reports that are already being published by North Carolina Crop Reporting Service, showing such items as average prices received by producers, quantities marketed, and grades of products being sold.

However, it already appears clear that improvement in the marketing structure will be possible. We realize that we are not going to turn the whole marketing picture down-side-up in a few months. But some small improvements have already been observed. The number of potato washers was doubled in the State this past season, and pre-coolers were installed to improve the quality of a large portion of the sweet corn marketed last summer, to mention a couple of minor but important changes.

Not all of the work results in positive action. It is as important to prevent the erection of further monuments to ignorance as it is to develop a glamorous new market. The result does not appear as sensational in annual reports, but the value of the work may be even greater. An example of a negative result was the recommendation that a proposed curb market not be established. A group called upon us to help determine the possibility of a curb market. The above procedure was followed. The data and situation indicated the probable failure of a curb market, mainly because of lack of interested producers and sellers. We recommended that no market be built, at least until the supply was insured.

The results of work on specific problems are applicable to some extent to other areas. It also provides for the development of a fund of information, and the development of charts, graphs, etc., that can be used throughout the State.

We believe this method of approach is going to prove very successful in improving the fruit and vegetable marketing picture in North Carolina. There is widespread interest and almost unlimited opportunities in the program. We do not lack for problems to work on. On the contrary, it is a problem in itself to select the most important and most crucial areas of work.

I should mention that other educational methods are used in our marketing program. Grading and packing demonstrations have been successfully used to improve quality and pack both at the farm and local market level. Lectures are given in conjunction with production schools. We are developing some slides to use in lectures. Leaflets have been sent out in a few counties on roadside marketing, and an exhibit was prepared to show the results of research on consumer preferences of sweet potatoes. These methods appear to be effective for the small numbers they reach, but it would be a long, hard task, for example, to teach all producers to pack and market only No. 1 produce.

Extension marketing work is on trial in North Carolina. Either we prove that we can do the job with the support of other agencies and organizations or we step aside, and concede that our efforts can be utilized more profitably in some other line of work.

We believe we can keep abreast of the fast-moving marketing picture, have a hand in improving returns to fruit and vegetable growers, and help provide a more satisfactory product for the consumer.

✓ POULTRY AND EGG MARKETING IN ALABAMA ✗  
by  
John P. Weeks  
Poultry Marketing Specialist

The poultry marketing program as is now operating in Alabama is very similar to that in most of our other States in that most of our poultry is handled through commercial processing plants. However, in the last few years, through a program of demonstrations, we have established many home processing plants in the State to supply dressed poultry in communities that are not adequately served by the established marketing channels. The newspapers and radio have been widely used to publicize this program, and at the present time we have about 68 home processing plants in operation.

In addition to the work with the processors, we have also conducted through the home demonstration clubs throughout the State a program on processing poultry for freezing and home use. This has been a very popular program and the demonstration on this has been conducted in most of the counties in the State and has been carried to the local community by the community leaders. A set of slides has been prepared for use in this demonstration and has been used along with live demonstrations. This demonstration includes killing, dressing, cutting up, and packaging.

Three egg marketing projects are operating in Alabama that are unusual for this State. They are as follows:

Shelby County Program

This project was started in Shelby County in the spring of 1950. At this time, the county agent, recognizing the lack of a reliable market for eggs and the need for the income from an egg production program, contacted an egg dealer in Birmingham who was interested in buying high quality eggs on a volume basis. Following this a conference was held with the county Extension workers, the egg dealer, and the poultry Extension marketing specialist. A program was planned which was designed to overcome the major problems in egg production and marketing in Shelby County.

This program included the following:

1. All flocks would contain over 300 birds.
2. The hens would be fed and managed in a uniform manner and eggs would be properly cared for.
3. Adequate supervision would be provided for the growers by the dealer.
4. Eggs would be picked up at the farm by the dealer and would be paid for on a graded basis.
5. All flocks would be completely replaced with pullets each year.
6. Farmers who were unable to finance the growing of their pullets would be provided adequate credit by the dealers.

Following this conference -

1. A county-wide meeting was held to explain the program to those interested in producing eggs.
2. A service man was then hired by the dealer to spend full time in the county.
3. Community meetings were held throughout the county by the Extension workers with the service man present.
4. Individual contracts were made by the service man with those people who expressed an interest at the meeting.
5. A service station was established in the county to supply feed and supplies and, later, handle eggs.

In 1950 approximately 35 thousand hens were started under this program. A premium is being paid for the eggs. The eggs are packed in special attractive cartons designating them as Shelby County eggs. The program has operated through a complete production year. The growers made good profits and the number of birds in the project has doubled in 1951.

Proof of the success of the program is that new growers are coming into the project and practically all growers in the program are increasing the size of their flocks.

These eggs are being readily accepted by the trade at premium prices, with the supply far short of demand.

#### Marshall County Program

A program similar to the Shelby project is now operating in Marshall County. It is being carried out by the North Alabama Poultry Cooperative in Albertville. This project was put through the blue print and development stage by the county Extension workers, the Extension specialists, and the Co-op in the summer and fall of 1950. The procedure was about the same as used in Shelby.

The first pullets were put in houses in January 1951. The differences in this program and the Shelby County project are that -

1. The minimum number of hens acceptable was 500 - this number set as a result of observations from the Shelby County project.
2. The farmers were financed in growing their pullets by local feed dealers.
3. They were assisted in building houses by local banks.
4. They were supervised directly by a service man employed by the Co-op.

About 40 thousand pullets were placed with new growers in the spring of 1951. At the present time eggs are being handled from about 80 thousand birds. About 40 thousand of these are with growers who were already producing eggs on a small scale and increased their flocks as a result of the new marketing program. These growers had previously been selling their eggs to huksters. Although the program has been in operation only a short time, it is showing every evidence of success, growers are making money, and are planning to increase their flocks. New growers are making plans to enter the project.

### Blount County Project

The project in Blount County was started as a result of the work of an assistant county agent working in this county. He worked with growers individually getting them to establish flocks of 500 or more hens on their farm. These eggs were trucked to Birmingham in pick-up trucks by the grower because no satisfactory local market was available. This work was continued and expanded by the demonstration and individual contact method and, at the present time, there are 50 pick-ups leaving Blount County each week going to Birmingham carrying eggs from 100 thousand hens. These eggs are marketed chiefly through stores, hotels, restaurants, etc., although a great number of them are delivered directly to the consumer. Some egg routes have developed out of this area, with one trucker delivering the eggs from several farms. The project has been successful as proved by the increased size of flocks and the increase in the number of growers.

### METHODS OF DOING EDUCATIONAL WORK WITH VEGETABLE PROCESSORS IN ARKANSAS

by  
Roy E. Lambert  
Extension Marketing Specialist

All methods used in working with canners in Arkansas are directed toward the following objectives:

1. Purchasing of raw products on a grade basis.
2. Improving quality.
3. Minimizing waste.
4. Promoting better relationships between growers and canners.

This work has been conducted through county agents with the aid of the Extension Horticulturist and Marketing Specialist.

At the outset of this program of working with canners, it was felt that additional research work would be needed to determine the quality of both raw and canned products in the State. The results of this research work or survey was printed and distributed to both canners and vegetable growers.

The method that has been most effective in encouraging the purchase of raw products on the basis of grades has been grading demonstrations at canning plants. These demonstrations have been conducted by the county agents with the aid of marketing and production specialists.

Since quality improvement of cannery raw products is directly related to high yields per acre, it was necessary to set up production and marketing demonstrations in the counties to show how increased yields per acre would result in quality improvement. This type of demonstration has been effective.

Methods that have promoted better relationships between canners and growers and also have resulted in aiding our regular educational program are as follows:

1. Field days at Experiment Stations, exclusively for canners and growers.
2. County or community tours of production and marketing demonstrations.
3. Regular Extension meetings of canners and growers.
4. Distribution of Extension printed material to growers by the canners.

Favorable results are being realized by the use of these Extension methods in working with canners and growers in this State.

↗ HOW THE JOB IS DONE IN VIRGINIA ↘  
by  
M. L. Dalton  
Extension Livestock Marketing Specialist

The needs of the livestock industry in Virginia probably fall in three educational fields - that done with the producers, with the handlers, and with the consumers. We have found that work with producers must be tied very closely to the dollar mark. If you show a farmer that a better practice will put dollars in his pocket then he is certainly eager to assist the practice. Our entire marketing program with producers is tied up in this manner.

In 1951, we sold over 20,000 calves and feeder cattle through graded demonstrational sales. It is very easy to show the farmer the advantage of selling by grade when cattle sold in graded sales have averaged more than the market price for the same kind of cattle if sold ungraded. This is also true in getting farmers to produce the kind of cattle needed in Virginia markets. If the farmer sees choice and fancy calves sell for \$20 more per head than medium and good calves then he is likely to go out and get better bulls or better pasture and do a better marketing job.

During the past few years in Virginia, we have begun working with buyers as much as with sellers. We think that this is also a marketing job because if you don't sell the right kind of cattle to the buyer, who is also going to be a seller in a short time, then he can't possibly get into the business in a sound way. Therefore, we stress the advantage of buying by grade, particularly in areas where livestock numbers are increasing.

The work with handlers in Virginia has been more or less limited to auction markets, packers and credit men. We have never found the auction market operators in the State to be very eager to get Extension information. However, during the past

year we have hit upon the idea of livestock conservation straight across the board from the farmer to the consumer and this is attractive to the auction men. It looks like that during the next year we will set up training schools for auction market handlers and assist them in knowing more about livestock losses and prevention. This program has also been readily accepted by the packers and they will be cooperators in the training schools.

A yardstick for bankers to use in loaning money to livestock producers has been worked out for use by the Virginia Bankers Association. This group has accepted this measurement of value as their basis for assisting in the increased livestock numbers in new production areas.

The work with consumers hasn't progressed as fast in Virginia as it should have but there has been some educational work carried on with locker plant operators and users. It is planned to expand this work in the near future so that the meat animal program will go from the farmer to the eater.

#### THE YOUTH PROGRAM ON COOPERATIVES IN OKLAHOMA

by

A. W. Jacob, Extension Economist - Marketing  
Oklahoma A & M College

Educational programs with youth on the cooperative marketing of farm products started in Oklahoma in 1933 and 1934. Farmers and leaders realized the importance of keeping the youth informed on marketing, processing, and the need for working out programs adapted to the community and to the 4-H Club projects at that time.

Livestock: 4-H Club members were assisted by the cooperative marketing agencies in holding State and regional shows. At these shows cooperative employees helped with arrangements for penning animals, offering consignment services, and finally at the sale, placed price floors under many animals. This assistance has proved of value down through the years in keeping youth informed of cooperative services in marketing. Tours of marketing agencies were held during show periods.

Wheat Programs: Wheat growers associations started essay contests in 1935 for 4-H members. These essays were written on the cooperative marketing of wheat or cotton. Contests were on a county and regional basis and terminated with educational trips to the Kansas City Royal. Kansas cooperative leaders acted as judges. This afforded an opportunity for the cooperative leaders to keep in close touch with the thoughts and problems of the 4-H members. Many 4-H members carrying on wheat production projects incorporated

their experiences in selling their crop cooperatively in their essays. Others wrote from readings and study. The 1951 contest winners participated in a 3-day clinic at Enid and Stillwater.

Cotton: The 4-H activity on cotton marketing started with demonstrations in marketing and grading in 1936. County schools were held and county demonstration teams selected in about one-half of the cotton producing counties. These were followed by state-wide team contests. Educational trips and cash prizes were offered for efficient work. Special emphasis was placed upon selling lint on the basis of grade and staple. This was one of the important points of the Oklahoma cotton cooperative association's services to growers. In 1940, the activity was changed to a 4-H cotton classing contest. This annual activity has been continued with about half of the cotton producing counties taking part each year. The activity has proved very popular and afforded opportunity for cotton project members to learn about cotton marketing. It has been important in establishing the use of the Smith-Doxey classing service.

Timely Topic - Cooperative Endeavor, 1950:

In 1949 thought was given by the Oklahoma Agricultural Co-operative Council to strengthening the cooperative activity of 4-H and FFA members. A youth committee was selected in the summer to work up activities for the year 1949-50. This committee agreed upon a Cooperative Endeavor Timely Topic activity for the 4-H Club members and speech contest for FFA members, as they fit into the programs of these youth groups. Attractive educational trips and prizes were set up by the council.

I worked very closely with the two youth organizations but will only give the development of the 4-H here as time does not permit the detailing of both.

Selling the Program:

The activity started with the council holding a special meeting of its members on the campus of A & M College. This special session was devoted to the development of the youth program.

After hearing the report of the youth committee the members discussed the various methods of approaching the problem and voted a budget of \$350 to carry out the program. State winners were to receive trips to and were to appear on the youth program of the American Institute of Cooperation in August 1950.

The activity was announced to county extension workers and Club coaches on February 4, 1950. This was a bit late as

their 4-H Club programs start in October. Much interest was shown, however, and the activity had a good play. Mimeo-graphed material was prepared, giving details of the program and reference material listed which could be ordered. Orders came in from many counties for 20 to 40 sets of the material - one set for the coach of each local Club. Each Club was urged to use this reading material as a supplement to that secured from local cooperative associations. To meet requests a copy of Judge Lyman Hulbert's definition of a cooperative was sent out for reference and used on a voluntary basis. This was the only important instruction except that the regular 4-H Club score card was to be used and topics be 4 minutes in length. This activity was to terminate at the 4-H county elimination contest in the spring of 1950. Each Club was to have county champions, one boy and one girl, on Cooperative Endeavor Timely Topic. This contest resulted in the selection of 127 county winners, 65 boys and 62 girls. These were given expense paid trips as regular 4-H delegates to the 4-H round-up at Stillwater in June 1950. Here they competed for district champions. There being four extension districts in Oklahoma, this brought eight district champions (4 boys and 4 girls) to a State elimination contest on the first day of the Cooperative Institute at Stillwater, August 21, 1950. The winners from this contest participated in the youth section of the Institute program on August 21, 1950. They were Larry Lee Long, Ames, and Ramona Richman, Foreman, Arkansas. Each received cash awards of \$50. Their Timely Topics are a part of the 1950 youth section of the Institute proceedings.

1951 Projects: The Timely Topic activity worked so well the first year everybody was enthusiastic about trying it in 1951 and sending the champion boy and girl, as well as their chaperones, to the 1951 sessions of the American Institute of Co-operation at Logan, Utah. The project was continued by the Council with increased financing to allow for the longer out-of-state travel. Emphasis was placed upon picking the 8 district winners at the 4-H Club Round-Up. From the eight district winners one girl, Francis Davis, Kiowa County, and one boy, Gordon Dowell, Payne County, were selected to represent the State and appear on the Institute Youth Session Program. The assistant county agent, Johnny Pope, was chosen as chaperone and to drive the car.

In addition, in 1951 the Council agreed to finance a group activity program. Score cards and rules were drawn up and mailed to the counties after the approval of the project was announced by the Land-Grant College Policy Committee. Only 7 counties entered this group activity - probably due to the lateness of the announcement of the program. This activity terminated on July 1 and on July 20, 4-H Club Director, Ira Hollar, announced the selection of the Finley Club in Kay County as winners. Educational trips to Logan, Utah, were

awarded the high boy, high girl, and a woman coach. The three receiving the trips were Bill Carmichael and Patty Billingshausen and Mrs. Leroy Williams, coach. The six people made the trip to Logan, Utah, in one car with all expenses paid by the cooperative council.

The chief accomplishments of the Timely Topics are:

- (1) Rural youth in Oklahoma are studying cooperatives and picking up good stories on operation.
- (2) Leaders are also reading and doing more cooperating with youth.
- (3) Cooperatives are learning to work with youth and youth leaders, which should help them in the future.
- (4) Important operation and history of individual cooperatives is being written and assembled for the first time.

1952 Activity: All these activities have proven so worthwhile that the Council readily agreed to finance additional trips for the 1951-52 winners to East Lansing, Michigan, for August 1952. Improvements are planned in the activity for the year ahead. We have found that rural youth can "pretty much" take care of themselves where some incentive for work is provided. The incentives are:

- (1) A useful program.
- (2) Aids and assistance in studying rural economic problems.
- (3) As few rules as possible to allow for freedom of thought and expression.
- (4) Some educational trips for superior work.

X EXTENSION WORK IN MARKETING IN TENNESSEE  
by  
A. L. Jerdan  
Extension Economist in Marketing

Marketing work in Tennessee may be divided into three general phases: (1) market information; (2) commodity marketing assistance; (3) giving educational assistance to farmers interested in cooperatives.

Market information work is carried on through preparing and sending out material to county agents dealing with market situations and price trends during the season when most timely for the various farm products. Market information in brief form when timely is also disseminated through our Extension News.

Commodity marketing work is carried on during the season that each commodity is moving into market channels or when most timely. This work is carried on for most commodities where farmers have marketing problems or are interested in making improvements in marketing methods. The major portion of our efforts are spent on livestock and wool, fruits and vegetables, and home handicraft products, although some work is done with dairy products, poultry and eggs, tobacco and cotton.

The procedure in Tennessee has been to have the production specialists engage in marketing work in connection with their respective commodities in close cooperation with the marketing specialist instead of using a large number of specialists in marketing. This method has both its advantages and disadvantages. It is the belief of the Marketing Department that much more would be accomplished by increasing our personnel in marketing so as to provide one marketing specialist for each of our major commodity groups, such as field crops, livestock and wool, dairy products, poultry and eggs, and fruits and vegetables, with one marketing specialist to supervise the entire program and to do work with organizing and developing co-operatives. This would not preclude continued participation of the production specialists in marketing work.

An interesting example of this kind of working relationship is our wool marketing, where the specialist in Sheep Husbandry has cooperated by assisting the marketing specialist in conducting cooperative wool sales. The specialist in Sheep Husbandry conducts a number of shearing demonstrations each spring to instruct sheepmen in proper method of shearing, handling and preparation of fleeces. Following these shearing demonstrations with the assistance of the specialist in Sheep Husbandry the marketing specialist assists wool growers with holding a series of cooperative wool sales. During 1951, twenty-five cooperative wool sales were held through which 1,847 wool growers marketed a total of 355,181 pounds of wool for an average price of \$1.15 per pound for all grades combined. During the 33 years that cooperative wool sales have been held farmers have marketed through these sales a total of 10,848,279 pounds of wool for an average price of 42.08 cents per pound, which resulted in a conservatively estimated total saving to growers of \$330,706.

The personnel in the Marketing Department consists of three persons, one woman and two men.

The woman devotes her efforts to work in connection with the marketing of home and handicraft products, and to organizing and developing curb markets and roadside markets. The work in this field along with the big increase in tourist travel in Tennessee has resulted in a total business of considerable volume.

We have one man working under an RMA project who works in close cooperation with our specialists in Horticulture on marketing problems in fruits and vegetables.

In this field emphasis has been and will continue to be placed on shipping point activities to encourage more efficient and faster handling of produce. In connection with this farmers are worked with to assure speedy movement from the field to the shipping point. New varieties that are being introduced to growers are checked through the market channels as to their shipping ability and consumer acceptance. In both snap beans and strawberries this work has prevented adoption of varieties having a vital weakness.

Work with farmers on grading and handling of tomatoes and sweet potatoes has been beneficial and will be continued. Training meetings for agents in the marketing of fruits and vegetables have been used as a means of bringing the highlights of a good marketing program to their attention. Such activities have been helpful in smoothing out the marketing processes.

Marketing clinics and general training meetings have been conducted with farmers, shippers, buyers and retailers in attendance. This type of meeting has enabled each segment of the industry to see problems of the other and has helped in many ways.

The strawberry industry is presently undergoing fundamental changes and recognizing this attempts are being made to look into the future and predict the consequence of these changes. Being aware of the situation the problems can be better solved as they come into direct focus.

Shipping work with the refrigerated truck has consisted of shipments of strawberries, sweet potatoes and okra. This involved the demonstration of variety adaptability, proper handling, prompt refrigeration and the use of mold inhibiting materials.

Some work has been done to encourage more complete utilization of in-state markets. This phase has not been given sufficient attention in the past but will be emphasized in future work.

We also have one man who in cooperation with production specialists devotes his efforts to doing marketing work with other farm products, such as wool, cotton, etc., and with the organization and development of farmer cooperatives, including purchasing and marketing cooperatives, artificial breeders associations, and other service cooperatives.

Realizing long since the need of farmer cooperatives to become pace-setters in furnishing competition for proprietary businesses engaged in distributing farm production supplies and in marketing farm products in order to obtain more efficient and economical services, much time and effort have been and are devoted to assisting farmers with the organization and development of purchasing and marketing cooperatives. We plan to

continue and increase our work in the education of Extension personnel, managers, officers, directors, members and prospective members of cooperatives. There is a big opportunity and a real need for much more educational work with these cooperatives, and a large portion of the time of this man will be devoted toward this job during the next several years. This work will be done mainly through conducting educational meetings at the community level in selected counties to offer additional information to farmers who are members and prospective members of cooperatives, conducting cooperative conferences on a State or regional basis for officers, directors and managers of cooperatives. In this work an attempt will be made to provide the following information to all these groups: (1) an understanding of the economic role of farmer cooperatives, and (2) an understanding of the basic principles and practices of farmer cooperatives.

WORKSHOP REPORTS

Livestock Working Group

The Livestock and Meats Marketing Committee in preparing this report gave consideration to the recommendations included in the proceedings of the Interregional Livestock Production and Marketing Conference held at Luray, Virginia, June 15 to 21, 1951. In addition, the Committee used the report and recommendations of the Livestock and Meats Committee of the Midwest Extension Marketing Conference held at Ames, Iowa, October 1 to 5, 1951. Most of the problems, opportunities and methods referred to at the Ames conference are applicable to the Southern region and are considered to be a part of this committee's recommendations. The report of the Ames conference will be distributed to all livestock and meat marketing personnel in the Southern region and should be referred to in connection with the use of this material.

The following summary briefly gives the specific recommendations and suggestions for conducting Extension programs on livestock marketing in the Southern States.

I. Working With Producers and Their Organizations

Producers are an important cog in supplying meat to consumers. It is important that producers understand consumer demands and preferences, and the trends in demand and preferences of consumers. It is important that the problems of making the free price system work effectively be understood by producers. They should be provided information regarding trends within the livestock industry, both short and long-time, as well as trends in the relationship of the livestock industry to other agricultural industries. This type of information is essential if producers are to be expected to make wise decisions regarding the need for adjustments within the industry.

Producers should be provided assistance in understanding the various livestock grades, their relative significance and what is required to produce them. With this understanding producers will be in better position to produce the kind and quality of livestock best fitted to the area in which they live and the particular circumstances found on their individual farms. An understanding of livestock grades and their relative values is also important from the standpoint of doing a more intelligent job in marketing their products.

II. Work With The Trade

The Committee defines "the trade" as those organizations and agencies involved in the process of moving the live animals from the farm, converting them into edible meats, and placing them on the retailer's shelves. In this process there are many steps, many of which lend themselves to educational work through personal contact, demonstrations, tours, and other methods. There are many opportunities for developing effective educational work with the trade. Careful attention and further study are encouraged to the end that educational work be expanded to meet problems.

Livestock marketing auctions are a relatively new method for marketing livestock. Their number has increased substantially with the rapid expansion of livestock in the south during recent years. They are today an important link in the marketing process and in many areas the major market outlet for much of the livestock produced in the area. The services rendered by these auction markets are primarily that of providing a means whereby sellers and buyers can get together. The location of these markets and the conditions under which they operate, as well as their business methods, are important to both producers and buyers. They are for the most part made up of private businessmen who are interested in rendering a service as efficiently and effectively as possible. It is observed that there is a wide variation in the methods used by these local auction markets and in the efficiency with which they render their services. To date there is little factual information and little uniformity in the states and none among states available regarding important questions such as plant layout, methods of weighing, methods of selling and handling the livestock sold at these markets. As information becomes available it is important that application be made as rapidly as possible to the auction markets. The committee recommends that steps be taken as soon as practicable in each State to get acquainted with the operators of these auction markets, their methods of operation, their problems explored and insofar as possible understood. There is a real opportunity with known information to work with these markets in an effort to reduce carcass bruises and livestock losses which will result in more meat being available to the consumer at reduced price.

Research work is underway regarding plant layout, significance of volume of business, flow of livestock through the auction, and other problems, which will provide much of the information needed for carrying on an educational program with the operators of these markets.

Most states have statewide organizations of operators of livestock auction markets. The Extension Service can assist these organizations in serving more effectively as a medium for reaching more local market operators.

Many farm people who are neighbor buyers or sellers on a particular market attend the auction and watch the proceedings. This provides an opportunity for an effective educational job on livestock grades and the relative value of each. Many of these markets operate by selling cattle one head at a time, or a few head owned by one producer at a time, which results in a slow laborious process of moving cattle in large volume through the auction. Studies should be made of different methods of moving livestock through these markets to the end that producers are better served and livestock buyers can obtain what they want in less time.

Hogs are often sold on a weight classification basis only, with no regard for the value of the hog after it is reduced to retail cuts. This operation needs further study and ways devised to improve the method of marketing hogs.

Transportation organizations are an important link in moving livestock from the producer through the channels of trade and to the point of consumption. This service is rendered in the movement of live animals; and, of fresh meats. One step in the transportation process is that of moving animals from one farm to another or from farm to terminal market. Some States have State-wide livestock truckers associations, where trucking problems and their solutions are considered. In addition to the actual cost of transportation, there are other costs in which we must be interested, such as shrinkage, bruises and death. Reduction of this loss will provide a substantial increase in the amount of meat products available to the consumer at no cost to the producer or the trade. Educational and demonstrational programs lend themselves to activities designed to reduce excess shrinkage, carcass damage and death loss in the transportation industry. The committee realizes that additional research information is needed to provide a better basis for educational work with the transportation industry. The Livestock Conservation, Inc., Stockyards Building, Chicago, is doing some research work and will assist State marketing specialists by providing educational materials.

The Committee cannot over-emphasize the importance of greatly expanded research efforts on problems of the trade, including handlers, transportation, processors, and distribution.

### III. Retailer Education

The retailing of meats and livestock products constitutes the greatest single cost in providing the services of moving livestock from the producer to the consumer. A recent survey conducted in Indiana shows that 84 percent of the meat retailers included in that survey have had no formal and little informal training in the cutting, displaying, and merchandising of fresh meats. The need for an educational program with this segment of the trade is given high priority by this committee. Pilot demonstrations and procedural development should be undertaken in order that the results of the work can be used wherever possible in expanding educational work with this group. Most meat is sold through retail grocery stores, which also sell many other items, and although the meat counter is a significant part of the business of many retail stores, the committee recommends that meat retailers be included in an overall retailer education program and not as a separate program.

Most housewives depend on their local retailers for suggestions on meat selection. These retailers if properly trained can be leaders in an educational program based on grade, use and preparation of all meats.

Grading of all beef and veal is mandatory at the present time. Retailers who understand the most satisfactory methods of preparing the different cuts of meats by grades can put that information to use in insuring customer satisfaction. Several methods can be used in accomplishing these ends. Some meat retailers case their meats in accordance with method of preparation. Others, where a

butcher is employed, attempt to inform their customers as to methods of preparation as sales are made. Self-service meat operators can print on the wrapper the correct use and best method of preparation. This method of presenting information is comparable to the information provided by the frozen citrus industry and others guiding consumers in food use.

#### IV. Consumer Education

Consumers make the final decision regarding the real profitability of any farming enterprise by the choices they make while at the retail store. This committee recognizes the importance of a well informed consuming public and recommends that consumer education programs be greatly expanded. Livestock marketing specialists can contribute a great deal to the success of a consumer education program by supplying consumer education specialists with information regarding the livestock industry, its operations, what is involved in providing the meat counter with a well-stocked supply of a variety of meats, the availability of different cuts and qualities of meats and what is involved in the production of different grades. We also can supply the consumer education specialists with information regarding livestock movements, seasonal price fluctuations, trends in livestock production and their anticipated significance as it might effect the consumer, and best buys in meats based on seasonal supply and price relationships.

#### Poultry and Poultry Products Working Group

The problem: Changes taking place in production, processing, storing, distribution, retailing and consumer selection make it necessary that the Extension Service increase its educational work in Marketing of poultry and poultry products. This will enable the industry (producer through to consumer) to better adjust its practices and planning to meet the needs brought about by the changes.

The Research and Marketing Act not only authorizes Extension to do this educational work, but charges it with the responsibility.

To do the most effective Extension Marketing work with poultry and poultry products, it is important to develop and maintain a working relationship with producers, handlers and consumers of these products.

Since many problems are peculiar to only one group, others common to all, it is important that Extension Marketing personnel work with groups individually as well as collectively.

#### I. The Extension Marketing Education Job With Producers

##### A. Types of information that will aid producers

1. Market demands and consumer wants as to quality, size, volume, etc., of poultry and poultry products.
2. Proper environment required to maintain quality produced.

3. Interpretation of economic advantages of satisfying existing marketing facilities as to:
  - (a) Quality
  - (b) Handling at farm
  - (c) Volume
  - (d) Seasonality
  - (e) Location of market demands and supply
  - (f) Size and form of desired product

4. Advantages of improved marketing facilities.

- B. The marketing education work can be made more effective through use of the following and other assistance from Extension:

1. Finding or guiding development of marketing facilities for products.
2. Meetings, demonstrations, visual aids, farm visits, radio, television, exhibits, etc.
3. Data that pictured the problem and need for changes.
4. Cooperation of all Extension personnel in related fields in collecting and presenting information and guidance.

- C. Evaluation of an effective program will be evidenced in:

1. Changes in economic returns.
2. Changes in volume demands by handlers.
3. Increased or re-directed consumer acceptance.
4. Meeting market demands for new products and required quality.

## II. The Extension Marketing Education Job With Buyers, Processors, Storage Operators, Distributors, and Transportation Agencies

- A. Kinds of information that will be helpful

1. Results and interpretation of research in handling and processing poultry and poultry products between producer and retailer.
2. Factors that contribute to maintaining quality.
3. Sources of available continuing supplies needed for profitable operation and aimed at meeting demand.

- B. In order to proceed with this educational work, it is important to consider the following responsibilities of Extension Marketing personnel:

1. To secure and maintain confidence and interest of all handlers.
2. To seek the help of handlers in finding and solving problems of mutual interest to the industry.

C. Evaluation of Marketing Education work with the industry will be evidenced in:

1. Improved facilities
2. Increased economic returns
3. Decrease in loss
4. General acceptance of improved practices
5. Repeat requests for guidance and information
6. Consumer acceptance of new and improved products

III. The Extension Marketing Education Job With Retailers

A. Extension Marketing Education with retailers is needed because:

1. Work with retailers will contribute to a more effective marketing structure that sees poultry products all the way from producer to consumer.
2. Extension is charged with responsibility to work with all groups.
3. An interested retailer is an important link in the chain that gets product to the consumer.

B. Kinds of information Extension Marketing Education can provide retailers:

1. Results of research findings as to best methods of refrigeration, display, packaging, consumer preference studies, etc.
2. Grades
3. Terminology
4. Understanding of handling and processing between producer and retailer.
5. Health and sanitation standards.
6. Sources of supply that provide uniform quality.

C. Methods of including retail marketing education in Extension program:

1. Seek cooperation of retailer organizations.
2. Include work with retailers in plans of work.
3. Secure help of county and home demonstration agents who can:
  - (a) Initiate interest on local level.
  - (b) Make first contacts with retailers.
  - (c) Aid in securing local information useful to retailers.
  - (d) Arrange for and conduct meetings.
  - (e) Conduct follow up work.
  - (f) Prepare publicity concerning programs.

IV. The Extension Marketing Job in Consumer Education

A. Marketing education with consumers is an extension responsibility because:

1. Extension has responsibility to reach all people.
2. Informed consumers will aid in the completion of an effective marketing structure for poultry and poultry products.

B. Educational work with consumers offers opportunities to teach:

1. Quality standards and selection.
2. Nutritional and economic values.
3. Grade specifications.
4. Uses in relation to quality grade, nutritional and economic value.
5. When to buy.
6. Home care and storage.
7. Use of label information

C. Educational work with consumers will help develop:

1. Consumer understanding of better selection and use according to quality and size.
2. Understanding of making dollar and food value comparisons on poultry products.
3. Consumer acceptance and use of all forms of poultry and poultry products.

D. Methods of including consumer education on poultry and poultry products in Extension programs:

1. Seek cooperation of Extension personnel through their understanding of value of including consumer education in Extension programs.
2. Develop understanding among Extension personnel.
  - (a) State (related specialist fields as well as administrative)
  - (b) District
  - (c) County agricultural and home demonstration agents.
3. Include consumer education as needed in plans of work.

E. Methods of reaching consumers with information:

1. News releases
2. Radio programs
3. Demonstrations
4. Television
5. Letters

6. Bulletins, leaflets, publications, etc.
7. Posters
8. Meetings
9. Display of exhibits
10. Buying helps at the place of buying
  - (a) Loud speaker
  - (b) Demonstrations, leaflets, etc.
  - (c) Best buy lists

F. Methods of finding out what consumers want in way of information and products:

1. Observations in the market.
2. Questionnaires.
3. Consumer preference studies.
4. Retailer comments.
5. Studies of local economic factors that affect food buying.

G. Ways of evaluating marketing with consumers:

1. Changes in buying habits.
  - (a) Demand for improved quality.
  - (b) Volume of purchases.
  - (c) Questions about labels, grades, new products, etc.
2. Acceptance of new products.
3. Balancing of supply with demand to prevent waste.
4. Study of basic changes in buying and eating habits.

V. Procedures for conducting a constantly broadening program in marketing education

- A. Collect data and define the problems (county extension workers assist in studying local situation and making informal surveys.)
- B. Analyze data, point out alternative courses of action. (Study local problems with all affected groups as a way of determining what course of action is needed. Develop solutions to problems and predict the consequences of each solution developed.)
- C. Get information to those in position to take and provide guidance, action (trade, state specialists, district agents, county extension workers and local leaders make use of information in setting up or directing course of action) to trade.
- D. Provide guidance and assistance in getting course of action in motion.
- E. Conduct educational program to inform all personnel involved as to best practices and procedures.

VI. Training Needed in Developing Continually Broadening Program in Marketing Education

A. Formal education.

1. Economic principles - sound business operating principles.
2. Technology involved in marketing processes.

B. On-the-job training before and after employed.

Advantageous to have workers have on-the-job training both in school and at beginning of work period in order to know the -

1. Mechanics of processes involved.
2. Secure and maintain confidence of the industry and county extension workers.
3. Learn methods before called on to make recommendations.

C. County and local leaders.

1. Short courses.
2. Training schools.
3. Study of marketing structure through actual contacts with all steps from producer to consumer.

VII. Effective Use of Research

Effective use of research in extension marketing education is dependent upon mutual understanding and cooperation between extension and research in order to -

A. Within a State

1. Get research information to those groups to be affected by the findings.
2. Get problems to research personnel for study.
3. Encourage exchange of information and problems between extension and research beginning at origin of project and continuing through to completion.

B. At national level - progress reports and research findings should be compiled as early as possible and sent to other States.

VIII. Longtime Objectives

1. Increase efficiency of marketing structure of poultry or poultry products (from standpoint of producers, handlers, etc.) through improved technology.
2. Develop kind of marketing structure that will provide equitable pricing of products.

3. Increase consumption of poultry and poultry products in line with good nutrition and economy.
4. Improve consumer judgment in regard to selection of poultry and poultry products.
5. Improve entire marketing efficiency to conserve quality and reduce losses to society.
6. Provide market facilities as needed and guide developments of marketing structure.

#### Fruits and Vegetables Working Group

The problems encountered in marketing fruits and vegetables are quite similar in many respects to those in other commodity fields. Yet the highly perishable nature of most fruits and vegetables demands special attention in solving marketing problems common to most other commodities. It also creates many other problems that must be solved between the producers through all channels of trade to the consumer dinner table.

Fruits and vegetables make a vital contribution to the nutritional welfare of our Nation's families. The economic value of the fruit and vegetable industry in every State in this region is considerable. And in many sections it is the most important phase economically of our farming industry.

It was with these thoughts in mind that the committee has prepared the following:

#### I. Marketing Educational Job With Producers.

- A. Marketing problems often arise in the early stages of production. Marketing educational work must therefore begin where marketing problems originate.
- B. This emphasizes the importance of marketing personnel's serving in a liaison capacity between producers and first buyers and between producers and research groups on marketing problems as the need arises.
- C. The county extension unit and local commodity groups are key people. Much of the effort in solving marketing problems with producers must be directed toward training county agents and their commodity groups.
- D. Producers need to know more about processes taking place in the marketing channel relative to the products they produce for sale.
- E. Market outlook information should be presented to producers early in the production year. It is a function of marketing personnel to adapt, revise, and keep this information up-to-date throughout the growing season.

F. Some effective ways of doing marketing work with producers that have been used in these States are:

1. Marketing clinics - means of developing a better relationship among producers, handlers, and consumers.
2. County, area, or state commodity committees - work with county agent on an organized basis. Such committees can assist with marketing plans and programs.

II. Marketing Education for Buyers, Processors, Storage Operators, Distributors, and Transportation Agencies.

- A. Marketing education work is needed with this group because they are important links in the chain of marketing processes from the producer to the consumer.
- B. In working with these groups we must adjust our thinking in order to approach the problems from their point of view. This means we need to become acquainted with each type of handler showing an interest in his work and in learning his problems and needs.
- C. Personal contact is a necessary starting point with these people because of -
  1. Newness of field.
  2. Competitive nature of the business.
  3. Need to win their confidence.
  4. Confining nature of the business.
- D. We need to adapt our extension methods to the needs of this group because of -
  1. Difference in working hours.
  2. Difference in working conditions.
  3. The location of their job.
  4. Terminology used.
  5. Competitive nature of business.
- E. Extension workers can provide a needed service by serving as liaison between producers and handlers and between handlers and research agencies ... locating problems and channeling them to research. They can also serve by taking the findings of research to handlers concerned in helping them solve their marketing problems.

III. Problems and Needs for Educational Work With Retailers of Agricultural Products.

A. Extension is qualified and has the responsibility to work with retailers because:

1. Smith-Lever Act points out our responsibility to disseminate agricultural and home economics information to the people of the United States.

2. Extension is an educational organization with a background of educational experience and contacts with research groups, information channels, etc.
3. Extension has a commodity responsibility for economic and efficient handling through all phases of marketing.

B. In working retailer marketing into our Extension marketing program we can:

1. Develop a system for disseminating marketing information already available.
2. Work with farmers' markets, curb markets, and roadside markets to gain experience and an understanding of the need for more work with retailers.
3. Plan and conduct schools for retailers to provide training in improved methods of handling, preparing for display, displaying, and merchandising fresh fruits and vegetables at retail.

C. The long-term objective should be full-time personnel employed to direct the activities in this field.

#### IV. Marketing Education for Consumers.

A. Extension has the responsibility to work with consumers because:

1. Smith-Lever Act establishing the Extension Service points out that our educational responsibility extends to all people. This was re-emphasized by the passage of the Research and Marketing Act in 1946.
2. Marketing work with consumers is necessary to complete the chain of marketing education.

B. The needs for educational work with consumers include information on:

1. When to buy.
2. How to select.
3. What quantity to buy.
4. How to store and care for commodities after buying.
5. How to use foods.

C. We can include consumer education in marketing in our Extension program by:

1. Encouraging all extension workers to understand that consumers are the ultimate market for all agricultural products.
2. Providing information about agricultural products to all newspapers, radio and television stations, nutritionists, public health officials, institutional food buyers, labor organizations, etc.
3. Adding full-time workers in consumer education.

- D. A decreasing proportion of the population is engaged in agricultural production and an increasing proportion of it is concentrated in centers off the farm. This means that food marketing information for consumers becomes of greater importance if Extension is to discharge its full responsibility in educational work. At the present, only one-eighth of the total population is engaged in agricultural production.
- E. The Extension Service can provide valuable information on food marketing to the non-farm consumers in small population centers as well as in larger cities.

#### V. Using Marketing Research in Extension Programs.

- A. We endorse the information in the papers presented on this topic by Dr. Barnard Joy, Mr. Jacob and Mr. Clift, which are included in this report.
- B. We recognize the need for research, at both State and federal levels, to serve in guiding the work of those engaged in fruit and vegetable marketing programs. While we realize that there is available much information in this field, we urge that additional research be initiated.
- C. It is the responsibility of extension marketing specialists to bring to the attention of research groups the need for specific work in their field.
- D. All marketing specialists should become more familiar with existing research information and its sources.
- E. Marketing specialists should schedule periodic conferences with research personnel.
- F. We feel that it is the responsibility of marketing specialists to interpret research information.
- G. The Extension program must be flexible enough to include latest research as it becomes available.
- H. The Extension job does not end with disseminating information. The real measure of our effectiveness is the improved practices actually put into effect.

#### VI. Organization and Training for Broadening Marketing Education.

One of the basic problems in fruit and vegetable marketing work is the lack of a complete program of administrative organization and personnel training for this work. The general methods for accomplishing this program as outlined by Director Bevan and Dr. H. B. James apply and should be adopted, as far as practicable, to broaden the fruit and vegetable marketing program. A well-planned, coordinated, forward-looking program, supported by workers at all levels of activity, is essential to a sound job of providing a more efficient and effective fruit and vegetable marketing system.

## VII. Methods.

The specialist in fruit and vegetable marketing has two kinds of extension methods to consider.

### A. Methods in a Statewide program.

1. Problem analysis, statewide.
2. Problem analysis of local marketing problems.
3. Working with associations.
4. Working with problems, such as refrigerated trucking, that have no respect for county lines.
5. Working with problems on an individual basis where the problem is not common to enough people to be part of a county program.

Work will be done with all kinds of people in the food marketing channels which means working with these people to see the problems from their point of view and their interest, if any effective job in teaching is done.

Writing an annual report that relates:

1. The situation and problem.
2. Objective and goals.
3. How much was accomplished.
4. How was it done.
5. What was not accomplished.
6. Why.
7. What are the goals for next year as found in a re-analysis of the problem.

To the specialist this is an effective piece of self-evaluation.

### B. Work through county agents.

1. Analyze the situation.
2. Preparing subject matter.
3. Originating teaching methods.
  - a. Methods that reach individuals.
  - b. Methods that reach groups.
  - c. Methods that reach masses.
  - d. Using indirect influence, especially through the result demonstrations.

Methods will be the same basically as have been used with farm people. But they change as we study the groups to be reached from their (a) interests, (b) problems and needs, (c) abilities, and (d) working conditions.

Fruit and vegetable marketing, due to the nature of its problems, will have to be done with producers, trades people, handlers, truckers, buyers, and food shoppers in the way that seems most effective at the time the problem arises. This problem often is not a respector of county or state lines, nor is it a respector of mass teaching or individual teaching.

An effective program in fruit and vegetable marketing will come about through the interest, understanding, and backing of all extension workers and the administration of the college, as well as that of trade groups, associations and individuals in the market channels.

The fruit and vegetable marketing specialists wish to express their appreciation to the directors and the Division of Agricultural Economics of the Federal Extension Service for making this workshop possible. We hope that the 1952 program will indicate that the good program and discussions have borne fruit. We feel that another opportunity to exchange ideas would be helpful before too many years.

#### Field Crops Working Group

In general, the committee agreed to follow a procedure of (1) listing a number of over-all field crops marketing problems, and (2) discussing as completely as possible during the sessions those segments of the problem which most directly affect producers, handlers and consumers.

The committee decided that the concept of field crops, for our purposes, should be restricted to:

1. Grain - wheat, corn, grain sorghum.
2. Seeds.
3. Forestry.
4. Fiber - cotton.
5. Oil crops - cottonseed, peanuts, soybeans.
6. Tobacco.

#### I. Grains

##### A. Producer Problem.

Grain marketing problems related most directly to producers are difficult to effectively define and categorize because of the nature of the grain product. Essentially, therefore, the problem on a producer level centers around techniques of producing and presenting for sale a product which will result in no dockage for various reasons. This is admittedly a negative approach. Too, if a premium is paid for certain quality characteristics, the quality techniques recommended should allow the producer to enjoy the premium.

Probable suggestions for achieving these desired ends, as decided by the committee, are as follows:

1. A reliable source of certified seed is essential. If a particular State does not have a crop improvement association or a similar agency to certify the seeds, then the establishment of such a medium is very necessary. Mixing of early and late varieties, and selling varieties without verification are some problems associated with a lack of a trusted regulatory device.
2. In many areas of the South, small grain marketing is made more complex by the presence of foreign matter such as garlic. A row crop rotation and correct, more liberal fertilization, should aid in the solution. Garlic and weed dockage is a very present problem in many areas. Steps taken in this direction should be helpful.
3. The advent of the combine with the shorter harvest period have had grave effects in the moisture problem field. Custom work means harvesting when the machine is available - not necessarily at the most efficient time. Moisture cannot be absolutely controlled by the producer, but he can use more common sense through planning with his neighbors if custom combining is necessary.
4. Need is present for farm storage and drying, plus fumigation in a tight building.

B. Buyers, Processors, Transportation, etc.

1. Wheat.

- (a) Some buyers fail to recognize grain quality.
- (b) Moisture content.
  - (1) Need for dryers and better handling methods (i.e., fumigation and mechanical turning.)
- (c) Need for more storage facilities at local and terminal markets.
- (d) Need for grading schools in some areas.
- (e) Rail transportation rates are such as to prohibit favorable competition with other sections of the U. S.

2. Corn.

- (a) Failure to exercise price ranges in connection with differentiation between good and poor quality corn.
  - (1) Need for increased storage facilities.
  - (2) Need for grading schools.
- (b) Rail transportation rates in much of the Southeast are such as to restrict favorable competition with other sections of the U. S.

3. Pertaining to all grains.

(a) Farmers and dealers should be better acquainted with economic structure and operating practices of the grain marketing system.

C. Consumer Education.

1. Educational program should include more emphasis upon the value, economy, and utilization of cereal products.

II. Seed Marketing

A. Producer Problem:

In general, both farmers and seed dealers need more education as to what are good seeds. Involved in this problem are questions of seed identification and certification combined with multiplication techniques. Work along the lines of crop improvement associations activity should be helpful. In many cases, better producer marketing outlets, together with producer processing of seeds, should be encouraged.

B. Buyers, Processors, Transportation, etc.

1. P.M.A. fair price maximums often discourage purchase and use of top quality seed although they may actually be more economical in terms of pure live seed.
2. Overhead costs of assembling seeds of various qualities may be too high because most seeds are produced on small quantity basis.
3. Buyers and sellers are both handicapped by delayed price and production reporting.
4. Lack of uniformity in certification, packaging and labeling methods, particularly in connection with rebagging during processes of cleaning and distribution to dealers and farmers in other States.
5. Need for more and better dissemination of research and engineering information in processing and handling seed.

C. Consumer Education.

1. Consumer education program should point out values of variety and quality.
2. Program should be conducted in conjunction with dealers and seed trade.
3. Emphasis should be given to the value of using certified seed as a means of identifying proper varieties and genetic quality.

### III. Forestry Marketing

#### A. Producer Problems:

The time element in forestry marketing adds to an already complex situation. Management is intimately related with marketing because of final product specifications. Major considerations in marketing forest products are:

1. Specialists should encourage wood unit basis sales rather than the traditional acreage basis for sale.
2. Sale should be made on a diversified product to allow maximum income.
3. Other approaches include the sale of saw timber by log grade, closer coordination between management and marketing to enable the producer to enjoy a greater income over a period of years, and the utilization of land not now used for production purposes.
4. There is a need for the organization of concentration yards to allow effective sale of small lots of high value timber. A method of effectively bringing buyers and sellers together in the sale of high-value or seasonal products is even more obvious in the case, for example, of value furniture wood, Christmas greens and tree seed.

#### B. Buyers, Processors, Transportation, etc.

1. There is a need for educational programs with processors concerning preservative treatment of posts, poles and structural timbers to produce treated materials meeting specifications as set forth by research.
2. There is a need for marketing of lumber by more uniform grading.
3. There is a need for educational programs to encourage buyers to pay for logs on a grade basis.
4. Many sawmills and planing mills need assistance in lowering production costs.
  - (a) More efficient arrangement of mill machinery.\*
  - (b) Better utilization of labor.\*

#### C. Consumer Education.

1. Need for a broader use of information on minimum grade log for any given use of the various forest products.

\*Above items should be based on time and motion studies.

#### IV. Cotton Marketing

##### A. Producer Problem:

The entire field of management and production practices directly affecting the yield and quality of the product marketed requires continued effective extension activity. Lack of knowledge of grade and staple information in many production areas should be eliminated. The service is available. Producers need to utilize the service in order to be paid for quality produced. The Southeast uses the service less percentage-wise than any other area. Extension specialists have a real responsibility in the problem.

##### B. Buyer, Processor, Transportation, etc.

1. Need for adaptation of varieties more suited to manufacturers' use.
  - (a) Identification needed for varieties have special qualities adaptable to given uses.
2. Need for more training in classing cotton.
3. Improvement and readjustment of location of ginning facilities.
  - (a) Installation of machinery to keep abreast of mechanical harvesting.
4. Educational work with ginners should be expanded to include items other than engineering and mechanical problems. (i.e., labor and costs.)
5. Improvement in storage, handling facilities and methods.
  - (a) Cotton specialists should contact handlers concerning above in order to make research and other information available.
6. Damage to fiber due to improper ginning, marketing, baleing, etc., should be eliminated through educational processes.
7. Need for carrying on educational program with buyers and cotton merchants on marketing problems based on research and experience.
8. Expansion of educational program with retailers.

C. Consumer Education.

1. The General Consumer Education Program should be expanded to include work with consumer on the use of cotton goods.
2. Progress should be coordinated with Clothing Specialist, production specialist, National Cotton Council and other organizations.
3. Research on uses and properties of cotton goods, designed to increase consumption, should be continued.

V. Oil Crops

A. Producer Problem:

1. Soybeans - grade should be more closely connected with oil content. Practical problems in soybean marketing include:
  - (a) Control of field insect damage which reduces quality of marketed products.
  - (b) Moisture control which will reduce the heating factor.
  - (c) Proper adjustment of combines to prevent cracking of beans.
2. Cottonseed - management practices affect market quality to a great degree. Harvesting green results in a higher moisture content and dockage. Research is needed which will provide information concerning small-lot grade buying from producers. At present, the farmer with high quality receives no premium. Some ginners do pay on a basis of quality variation, but the practice is limited.
3. Peanuts - the concealed damage problem goes back to physical qualities, but buyers shy away from an area where it is present. Grading systems do not allow for this factor. More research is needed in this area.

B. Buyers, Handlers, Processors.

Marketing specialists should work with handlers and processors in order to ascertain areas where problems exist, and assist in focusing research on such problems.

C. Consumer Education.

1. The problems of consumer education related to oil crops are made more complex because of the nature of manufactured products which lose their identity as they reach the consumer.

2. Consumer education program should point out nutritional and economic value of products manufactured from oil crops *versus* other competitive products.
3. Peanuts offer a worthy consideration as a product of our everyday staple diet and this possibly should not be overlooked on a consumer educational program for this crop.

## VI. Tobacco Marketing

The peculiar nature of tobacco marketing makes a program difficult. For the present, the committee recommends more research to ascertain:

1. Whether or not warehouse charges are too high.
2. If, as seems to be the case, grading of tobacco by producer is becoming less important, should less emphasis be placed on such information?

Extension Organization and Training for Broadening Marketing Education Program.

### A. Formal Training.

1. The Committee recommends that various marketing agencies collaborate in setting up a sound and workable training program for use in training marketing personnel including both academic and practical experience fields.
2. A balanced agricultural marketing education program must be designed to include all persons from the research to the technological personnel.
3. A well-balanced agricultural marketing program should not necessarily be confined to any one specific department but should include all subject matter areas agreed upon as desirable in obtaining the training objective.

### B. In-Service Training.

1. Short course training programs should be provided where need and interest is evident.
2. More industry tours and short courses should be provided and utilized.
3. Through collaboration of state and federal departments and industrial interests more service training programs could be provided.
4. There should be more recognition on the necessity for on-the-job training of new personnel before they are given specific responsibilities.

### C. Suggested Organization Study.

Recognizing the fact that there is a wide variation in State Marketing Extension organization this committee feels that in widening a marketing program there should be given consideration to making a nation-wide study and evaluation to serve in developing a model organization for guiding the development of expanding state marketing programs.

#### Using Marketing Research in Extension Program.

1. Research is as fundamental and important to a sound marketing program as with production programs.
2. Extension workers should exhaust the possibilities of existing research before asking for new duplicating research.
3. If research is not available, then a positive request should be made for supporting research needed.
4. Extension workers should participate in the planning and development of all research projects.
5. All research information should be appraised in terms of its economic usefulness.

#### Extension Methods of Doing Marketing Educational Work.

1. In determining extension methods to be used it would seem to be fundamental that the size and characteristics of the group involved in the marketing program should be taken into consideration.
2. It is also fundamental that methods be developed or tailored to meet the problem as related to the group.
3. The method should be varied to maximize the qualifications of the Extension worker and available method resources.

#### Dairy Marketing Working Group

As extension workers it is important to keep in mind that our responsibility goes beyond the interests of the dairy farmer.

As public servants we have a responsibility to all groups - producers, the trade, and consumers. Our efforts can best serve the public interest if we devote our work to improving the marketing of dairy products so that all groups are benefited.

As educators we can inform producers of their obligation to consumers and in turn can inform consumers about the problems of producers and distributors and explain how the marketing

system operates. When all groups affected understand the marketing system they will be in a position to help bring about improvements in the marketing of dairy products.

### I. The Marketing Educational Job With Producers

#### A. What is our job?

Provide factual and unbiased information to producers to enable them to better understand the marketing process.

#### B. How to do the job?

##### 1. Determine the problems.

a. The committee listed the following problems with producers:

- (1) Seasonability of production.
- (2) Quality.
- (3) Alternative enterprises.
- (4) Producer - distributor relationship.
- (5) The need for a better understanding of pricing.

##### 2. Obtain needed information.

- a. By research.
- b. By survey.
- c. From Regulatory Agencies.
- d. From Trade Groups.
- e. Producer Organizations.
- f. Information available from state and federal sources.
- g. From A.D.A. and Dairy Council.

##### 3. Enlist the cooperation of others. Examples:

- a. Dairy production specialists, county extension workers and other extension personnel.
- b. A.D.A. and Dairy Council.
- c. Public health agencies.
- d. Research personnel at Agricultural Colleges.
- e. State Department of Agriculture.

##### 4. Methods.

The usual extension methods such as individual contacts, meetings, radio, news releases, circular letters, pamphlets and visual aids can be used. General economic information can be disseminated through circular letters, news letters and radio to reach a maximum number of producers. Specific problems may be dealt with by individual contacts or meetings of producers.

5. Evaluation of Marketing Work with producers.

Educational work in marketing is very difficult to measure. Suggested means of measurement are:

- a. Acceptance or use of market information measured by mailing lists, meetings held, practices adopted.
- b. Requests for specialist's help.

II. Marketing Education With Distributors and Processors

Marketing information for distributors should be directed towards improving the efficiency in the entire marketing operation. Problems should be approached from the distributor and processor level.

A. Problems.

1. Lack of uniform supply.

Seasonal pricing plans providing for price incentive for adjusting production to market demands are needed.

2. More efficient distribution.

3. Transportation of milk from farm to plant. Merger of pick up routes. Standardization of hauling charges.

4. Weight and fat test.

5. Lack of a better understanding of marketing problems by producers and consumers.

6. Marketing a high quality product adapted to consumers needs.

B. Methods.

1. Work with plant fieldmen.

2. Work with distributors and producers.

3. Work with Consumers Organizations.

4. Plant tours and individual plant visits incorporated with plant demonstrations.

5. Individual contact with distributors.

6. Market news and statistics that will enable distributors to relate their individual questions to the over-all market.

7. Informal market surveys.

### III. Work With Retailers

Work with retailers of dairy products does not lend itself to the extent that fruits, vegetables, meats and poultry do. Help can be given retailers in:

- A. Display of dairy products.
- B. Provide retailers with information that will enable them to answer housewives' questions.
- C. Encourage the use of A.D.A. and Dairy Council information.

### IV. Consumer Marketing Education

- A. It was the thinking of the committee that consumer marketing education work by Extension involves two phases:
  1. Provide information about:
    - a. The nutritive value of milk and milk products. Milk and its products are important for a balanced diet.
    - b. The cost of milk and milk products to the consumer in relation to other commodities.
  - B. Information needed in consumer marketing education work include the following:
    1. How to use milk and its products, including dry skim milk, in the diet.
    2. Setting up definitions or classifications of various products.
    3. Handling milk and its products in the home to maintain quality.
    4. The dollar value of milk and its products.
    5. What determines the price of dairy products?
  - C. The following media offer possibilities in consumer marketing education work.
    1. Seek the cooperation of Home Economists of all classifications.
    2. Team demonstrations to groups on nutritive value and costs of dairy products.
    3. Keep home economists, county extension workers, production specialists, supervisors and administrators informed.

4. Keep retailers informed and work with them when possible.
5. Bulletins, leaflets, advertising, suggestions and other publications.
6. Schools, 4-H Clubs and other youth organizations.
7. Group meetings and personal contacts.
8. Radio and newspapers.

D. General Recommendations of the Committee:

1. Consider the use of dry skim milk, and new products as they are developed, as an addition to the diet and not as a substitute for bottled fluid milk. The committee discussed the new regional marketing project in milk utilization. This project has a two-fold objective:
  - a. Increasing consumption of milk and milk products which will expand market outlets.
  - b. Better nutrition for people living in the Southern States by using more milk and milk products to obtain nutrients furnished by milk.

Information will be provided about the use of dried milk as an economical source of needed food nutrients, particularly in areas where the fluid milk supply is inadequate and for people with low incomes. Emphasis will be on supplementing present milk consumption by using dried milk in cooking and in other ways rather than as a competitor for milk in fluid form.

2. A constant job of consumer marketing education is necessary to keep consumers informed. One of the most common problems is a misunderstanding of milk prices. Misleading statements in the press about the price of dairy products often lead to consumer reaction which seriously affects the use of dairy products. Providing factual information to consumers about milk prices will be a great help to the industry.

V. Organization and Training for Broadening Marketing Education

- A. After the problem has been analyzed and a program developed it should be discussed with Extension administrators.
- B. Acquaint other Extension personnel with the problem and proposed program.
- C. Enlist the support and help of other agencies.

- D. Develop a plan of action and assign responsibilities to those assisting in the program.
- E. Assemble and prepare educational material to be used in working with the problem.
- F. Train county extension personnel and local leaders.
- G. Consider coordination of dairy market information on a regional basis to obtain a better distribution of supplies.

SUMMARY OF CONFERENCE

by  
Clifford Alston

I think this has been the best of the three regional conferences. You have had such a good attitude. You have been working hard. I sat in two of the groups. It amazed me the way those people delved into the problems to get a solution beneficial to the entire group.

The marketing problems are something a little different from production problems; they cross county and State lines. You have had a better comprehension of this than I have seen.

The planning committee did a good job in setting up a program to accomplish its aims and purposes.

I believe you have gotten a good picture of the scope of the extension marketing job. Mr. Bevan gave a good discussion of the broad picture as he sees it. Probably a few years ago the discussion would have centered on problems between the producer and first handler. Here you have gotten the idea that it is extension's job to work with all groups through to the consumer on their program. I believe in the past it was the fault of Extension in not carrying out a program of that type and if we are to meet the challenge we have to carry a program on this broad field.

You have gotten good information.

The relationship between extension service and research has been brought out. Dr. James did an exceptional job on that. We sometimes overlook the fact that we need to get to these research people for assistance.

When we get back to the States we are going to have a big challenge presented to us. In the near future we cannot look to increased funds for personnel so we are going to have to better employ the present force doing a better job. We are going to have to strive even harder to keep informed. With improved marketing techniques, a marketing specialist is going to have to study harder in all types of in-service training to carry on a successful marketing job.

We have learned something about relations between extension and research. We are going to have to do a better job in informing research people, and others, about needed research.

Last, having to do with keeping the director informed. It has been mentioned here about the right attitude of directors toward the marketing job. I place the blame on the marketing people for not keeping the directors informed. The job of getting these workshops in the three areas wasn't easy; getting a favorable attitude on the part of directors. If we want to expand work in marketing, we are going to have to do a good job in discussing with directors some of the problems, and suggested solutions ... back home, getting a chance to tell your director of what transpired at this conference. Don't just give him the report to read, as he doesn't have time to read it.



